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## BRAND EXPERIENCE DESIGN: EVERY TOUCHPOINT MATTERS

<b>Start Date:</b>	26/01/2026	<b>End Date:</b>	30/01/2026
<b>Categories:</b>	Public Relations & Market	<b>Venues:</b>	Dubai
<b>Formats:</b>	In Person	<b>Instructors:</b>	Marie Sidarous

### OVERVIEW

This course focuses on designing brand experiences that are seamless, memorable, and human-centric. Participants will learn to map brand journeys and ensure every touchpoint reinforces the brand's essence across physical, digital, and service channels.

### OBJECTIVES

By the end of this course, participants will be able to: – Understand the elements that shape brand experience and perception. – Map the brand journey across all customer touchpoints. – Identify brand gaps and inconsistencies in real-world interactions. – Design high-impact experiences that evoke emotion and brand loyalty. – Implement systems to maintain brand experience excellence over time.

### COURSE OUTLINE

1- Defining Brand Experience and Its Business Value 2- Journey Mapping Across Touchpoints 3- Evaluating and Improving Brand Consistency 4- Designing Moments That Matter 5- Building Brand Experience Systems and Standards

### TARGET AUDIENCE

CX leaders, marketers, brand strategists, UX designers, and professionals responsible for customer engagement and service design.

### METHODOLOGY

Touchpoint mapping exercises, experience audits, storytelling walkthroughs, cross-channel diagnostics, and brand immersion labs.

### CONCLUSION

Participants will leave with a strategic blueprint to elevate every customer interaction into a brand-defining moment.

## DAILY AGENDA

### Day 1: What is Brand Experience?

Understand how experiences influence brand equity and what makes them stick.

### Day 2: Mapping the Journey

Identify and analyze touchpoints to ensure alignment with brand promise.

### Day 3: Consistency & Cohesion

Evaluate real-world interactions for emotional impact and brand fit.

### Day 4: Experience by Design

Create intentional experiences that drive connection and satisfaction.

### Day 5: Experience Governance

Build systems, standards, and teams that ensure long-term experience quality.

*For more information, please contact us:*

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