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BRAND EXPERIENCE DESIGN: EVERY TOUCHPOINT MATTERS

Start Date:	20/09/2026	**End Date:**	24/09/2026
Categories:	Public Relations & Market	**Venues:**	Dubai
Formats:	In Person	**Instructors:**	

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

All Supervisory Levels, 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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