MERCURY

Corporate Engagement, Events & Brand Management program

7 – 18 June 2027
Barcelona (Spain)



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Ref: 121415_1084095 **Date:** 7 – 18 June 2027 **Location:** Barcelona (Spain) **Fees:** 9500 Euro

Introduction

The Corporate Engagement, Events & Brand Management program provides senior professionals with advanced strategies for designing, executing, and evaluating impactful corporate events and engagement initiatives. This course emphasizes the strategic role of events and brand experiences in enhancing stakeholder relationships, reinforcing corporate identity, and driving measurable business outcomes. Participants will explore frameworks for aligning engagement activities with organizational goals and strengthening brand presence in competitive markets. A key focus is on evaluating learning impact and ROI, grounded in a structured four-level evaluation model to inform continuous improvement. Through practical conceptual tools and reflective assessments, learners deepen expertise in corporate event leadership, stakeholder engagement, and brand strategy optimization. The course equips participants to translate theory into measurable organizational impact.

Targeted Groups

This Corporate Engagement, Events & Brand Management training targets professionals seeking knowledge and skills:

- Corporate communication and engagement managers.
- Senior event planners and directors.
- Brand strategists and marketing leaders.
- HR business partners are responsible for employee engagement.
- Organizational development and leadership development specialists.
- Project managers leading cross-functional brand initiatives.
- Professionals tasked with corporate reputation and stakeholder engagement.

Course Objectives

Participants will achieve the following objectives by completing the Corporate Engagement, Events & Brand Management course:

- Understand the strategic value of corporate engagement and brand leadership in organizational success.
- Analyze different types of corporate events and engagement models for internal and external stakeholders.
- Develop frameworks for aligning events with brand identity, corporate messaging, and business goals.
- Apply systematic approaches to stakeholder analysis and experience mapping.
- Design evaluation tools that measure reaction, learning, behavior change, and organizational results.

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- Implement best practices for post-event assessment and continuous improvement.
- Integrate structured ROI evaluation to demonstrate value realization from engagement initiatives.
- Enhance strategic thinking in planning high-impact events that reinforce brand equity and employee engagement.

Targeted Competencies

Participants will gain the following competencies during the Corporate Engagement, Events & Brand Management program:

- Strategic planning of corporate engagement activities and experiential brand events.
- Application of stakeholder engagement theories to real organizational contexts.
- Development of sustainable frameworks to link event outcomes with business strategy.
- Expertise in choosing appropriate evaluation methods for learning and behavior change.
- Ability to construct valid reaction and learning assessments aligned with corporate goals.
- Skill in designing follow-up assessments for workplace application analysis.
- Competence in collaborating with HRD to measure organizational impact and value realization.
- Proficiency in synthesizing feedback data into actionable insights for future engagement initiatives.
- Capacity to strengthen corporate brand through effective event communications and storytelling.
- Enhanced leadership in managing cross-functional teams for event execution and brand alignment.

Studying Scenarios

In this Corporate Engagement, Events & Brand Management training, participants develop skills through the following scenarios:

- Designing a corporate brand activation plan with measurable outcomes.
- Evaluating participant reaction and engagement using post-session surveys.
- Creating pre/post assessments to measure knowledge and skill acquisition.
- Developing a behavior follow-up plan for a 60-day workplace application.
- Collaborating with HRD to present ROI reports highlighting engagement value.
- Mapping stakeholder journeys for a flagship corporate event.

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Course Content

Unit 1: Foundations of Corporate Engagement

- Defining corporate engagement and its role in strategic organizational development.
- Differentiating internal vs external engagement approaches.
- Exploring engagement drivers for employees, partners, and clients.
- Understanding the relationship between engagement, reputation, and corporate loyalty.
- Identifying the corporate engagement ecosystem and key success factors.
- Linking engagement activities to business objectives and brand positioning.
- Prioritizing engagement actions based on impact and strategic value.

Unit 2: Principles of Brand Management

- Defining brand identity, promise, and differentiation in corporate contexts.
- Exploring brand equity and its influence on stakeholder perceptions.
- Integrating corporate values and messaging across touchpoints.
- Applying brand consistency in communications and experiential events.
- Establishing core brand guidelines for internal and external audiences.
- Measuring shifts in brand awareness and perception post-engagement.
- Assessing the strategic role of brand management in competitive markets.

Unit 3: Corporate Event Strategy & Planning

- Categorizing corporate events and choosing formats that align with strategic goals.
- Conducting needs analysis to inform event design and stakeholder relevance.
- Setting SMART objectives that reflect desired engagement and brand outcomes.
- Allocating resources and budgeting for high-impact engagement events.
- Creating project timelines and workback schedules for event execution.
- Managing risk and compliance in corporate event planning.
- Developing cross-functional collaboration frameworks for seamless implementation.

Unit 4: Stakeholder Analysis & Experience Mapping

- Identifying key stakeholder groups and engagement priorities.
- Segmenting audiences based on needs, influence, and expectations.
- Creating stakeholder personas to tailor engagement tactics.
- Mapping engagement touchpoints throughout the event lifecycle.
- Designing experiential journeys that reflect brand values.
- Applying feedback loops to refine stakeholder experience.
- Aligning stakeholder engagement strategies with long-term business goals.

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Unit 5: Engagement Metrics and Evaluation Frameworks

- Introducing evaluation fundamentals for engagement, events, and learning outcomes.
- Establishing clear metrics for reaction, learning, behavior, and results.
- Designing standardized post-event surveys to capture participant reaction.
- Creating reliable learning assessments to measure knowledge and skill gains.
- Structuring behavior assessments for workplace application over time.
- Defining organizational results indicators that reflect value realization.
- Integrating continuous feedback mechanisms into engagement plans.

Unit 6: Kirkpatrick Four-Level Evaluation Application

- Reviewing the four levels: Reaction, Learning, Behavior, and Results.
- Implementing Level 1 Reaction tools tied to satisfaction and engagement rates.
- Applying Level 2 Learning assessments aligned with defined outcomes.
- Designing Level 3 Behavior evaluation using follow-up assessments and manager feedback.
- Coordinating Level 4 Results evaluation with HRD for organizational impact data.
- Interpreting evaluation data to inform strategic decisions.
- Reporting frameworks for communicating evaluation outcomes to stakeholders.

Unit 7: Advanced Event Communications & Promotion

- Crafting strategic event messaging that reinforces brand positioning.
- Utilizing digital channels for pre-event engagement and anticipation building.
- Applying content marketing principles to event promotions.
- Managing event communications during live and hybrid formats.
- Enhancing audience engagement through interactive technologies and social media.
- Evaluating communication effectiveness through analytics and sentiment tracking.
- Integrating data insights into future promotion strategies.

Unit 8: Leadership, Team Dynamics & Collaboration

- Defining leadership roles in executing corporate engagement strategies.
- Strengthening cross-department collaboration for event success.
- Promoting accountability and performance standards within engagement teams.
- Enhancing facilitation skills for stakeholder and participant interactions.
- Resolving conflicts and managing operational risks associated with high-pressure events.
- Coaching teams for post-event reflection and continuous growth.
- Embedding engagement leadership competencies into organizational culture.

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Unit 9: Technology Tools for Engagement & Brand Analytics

- Identifying digital platforms for planning and managing corporate events.
- Exploring analytics dashboards to monitor engagement metrics.
- Applying CRM and feedback tools to track stakeholder interactions.
- Leveraging automation for personalized communications.
- Understanding data privacy and security in engagement technology.
- Evaluating analytics data to improve future initiatives.
- Integrating mobile and hybrid solutions to enhance event experiences.

Unit 10: Reporting, ROI Measurement & Strategic Insights

- Creating comprehensive reports that reflect engagement and learning performance.
- Demonstrating ROI with transparent measurement of results and value realization.
- Benchmarking against industry standards for engagement and brand events.
- Presenting analytical insights to senior leadership and decision-makers.
- Translating evaluation results into actionable strategic recommendations.
- Forming long-term engagement plans based on measured outcomes.
- Developing frameworks to sustain brand impact beyond events.

Final Insights & Key Takeaways

Participants will improve strategic competencies to design, evaluate, and lead high-impact corporate engagement and events that reinforce brand value. Measurable evaluation practices integrated throughout the curriculum ensure tangible learning transfer and organizational value realization.