



AMCTO's Corporate Training

Branding your Municipality: Proven Strategies to Enhance Economic Prosperity and Civic Pride

1- Day Workshop

Municipal branding delivers economic prosperity, civic pride, and support for your municipality. Branding withstands political scrutiny, public debate, media questions, and the test of time. The challenge is engaging the community, stakeholders and crafting a clear positioning message that will resonate with external audiences yet capture the municipality's diverse and unique attributes.

A healthy and respected brand position and identity is the spark for community leaders, businesses and citizens to be welcomed in the "right circles," gaining membership in the "right" committees, attracting awards and grants, winning bids, hosting events, and attracting conferences and meetings.

It makes it easier for a municipality to be selected in any competitive setting because a community built brand clearly portrays the qualities and benefits unique to the place. A strong and unified brand will result in economic benefits and instill pride for your community.

The workshop will present theories AND will make use of relatable and real-life scenarios from small to mid-size municipalities complete with hands-on activities and take-aways you can implement immediately.

What you will learn:

- What *exactly* is a place brand and why is it *that* important?
- Assessing whether the municipality needs to re-brand or leverage the existing brand.
- Proven paths to creating and revealing a community-based brand.
- The role of community engagement, internal adoption and stakeholder involvement.
- Methodologies to develop a brand that will resonate with external audiences yet capture the municipality's essence and diverse attributes.
- Process behind creating a sound brand positioning that answers "Why this place?" and "Why now?"
- Aligning the brand with the corporate strategies, community vision, and economic development goals including retention, expansion and attraction.
- Focus testing the brand.

- Understanding the impact of a municipal brand in terms of economic prosperity, civic pride, and advocacy.