



Entrepreneurship

Entrepreneurship introduces participants to the mindsets, tools and processes used by entrepreneurs as they conceptualise, validate and develop new ventures and/or new initiatives within larger organisations. Participants engage in an accelerated process of developing a new venture concept description in a day; in the process, they experience what it is like to work in a small start-up team, under pressure. This helps participants to grasp the opportunities and challenges associated with new ventures. It also helps professionals who work on a daily basis with entrepreneurs as their clients, or people working in policy or in advisory roles affecting the start-up sector, to engage more effectively with entrepreneurs.

Recommended audience

This masterclass is designed for leaders and managers who want to:

- Aspire to develop new ventures of their own
- Work in policy or advisory roles affecting entrepreneurs and new ventures
- Develop entrepreneurial initiatives within larger organisations

Key benefits

The aim of this masterclass is to provide participants with both theoretical and practical knowledge of brands as cultural resources in contemporary consumer culture, modern organisations, and as expressions of culture in society at large. By the end of this masterclass, participants will be able to:

- Identify specific cultural elements within their organisations that are worth their branding efforts
- Critically evaluate theories about brands as cultural resources for products, services, places and destinations
- Analyse how companies, consumers and other stakeholders' co-produce brand meaning for products, services and places (tourism destinations, cities, etc.)
- Apply different methodological perspectives and their associated tools to better understand brand cultures and their meanings in different cultural settings

Topics to be covered

- Brands as cultural resources
- The creation of brand meaning and brand icons
- Brand authenticity, communities and resistance
- Brand identity and trust
- Brand personality and Brand image
- Branding and Marketing

Length of session

One full-day of combined short interactive lectures and group discussions

