



THE CLUSTER AS A BRAND – THE MASTER CLASS

Locations all over the world compete for investments, export, talent, resources, political attention and media space. This is no less true for business clusters. In this competition, attractiveness and reputation become critical factors – and brand building and strategic marketing essential tools.

But how can a cluster become a strategic brand builder? How do you position the cluster to attract talents, investments and new firms and to support internationalisation of cluster firms?

Cluster brands and branding as a managerial tool to manage your cluster more effectively. How can cluster managers and investment promotion professionals work with cluster branding and marketing tools to the benefit of SMEs and other stakeholders? This is a European Master Class, based on our successful Stockholm and Helsinki workshops.

The training builds upon our widely well received Cluster Branding handbook, which we will update with never examples and tools, of course. <http://tendensor.com/publications/>

SOME OF THE QUESTIONS THAT WILL BE DISCUSSED ARE:

- » Why and for whom is the cluster reputation important?
- » How can we create a process that ensures that the branding strategy of the cluster is used and supported by firms and other cluster actors?
- » How can we work with strategic positioning of the cluster?
- » How can we strengthen the cluster brand and identity by using other brands in and around the cluster?
- » How to attract more talent and more businesses?

More detailed description here:

<http://tendensor.com/tpa/cluster-brand/>

This will give you inspiring examples and practical tools, plus great networking opportunities between course participants and making use of being in Brussels. The fee is 790 EUR (excl. VAT) per single person; two or more: 650 € (excluding VAT) per person.

SIGN UP!

For more information, please contact Pärtel-Peeter Pere, partel-peeter.pere@tendensor.se
www.tendensor.se

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