

Food Branding Workshop

Join us for a practical and informative workshop on Food Branding delivered by a leading brand agency, Bradley Brand.

The workshop will cover the following key points:

- Understanding your brand
- Brand Definition
- Brand Structure
- Brand Creative
- Brand Case Studies
- Preparing a Design Brief
- Critique of Local Brands.

If you are interested in attending or would like further information, please register by emailing Eve- Anne at eveanne.mccarron@leo.donegalcoco.ie or by contacting Grace at 074-9160735

Date: Tuesday 25th November 2014

Location: Local Enterprise Office, Enterprise Fund Business Centre, Ballyraine, Letterkenny

Cost: €25

Time: 9.45am – 4pm (lunch included)