

The Place Brand Academy

This worksheet allows you to make your own notes next to key learnings from the MasterClass.

MASTERCLASS 1: Starting with the Place Brand

KEY CONCEPTS	NOTES
Reasons for Place Brand Failure	
Requirements for an Implementation Action Plan	
Leadership and Funding Requirements	

Apply Your Learning:

Think about your current place brand.

- Is there an action plan in place to support it?
- Do you have the right set of skills in place?

- List some of the current obstacles standing in the way of your team developing and implementing an effective place brand strategy, along with some potential solutions to overcome them.

