



GROW INTERNATIONAL EUROPEAN LEARNING TOUR

PARIS



LONDON



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Your brand is successful in your local area, but how do you expand internationally and perform better in European markets?
How do you make your brand famous in Europe and worldwide?
The main focus is « global branding and internationalisation ».

Day 1

Internationalisation strategy: a step by step approach

Focus on L'Oréal, a worldwide group with French roots

Company visit: Orange and its international strategy

Day 2

Global branding and strategy

New trends in leisure. Retail safari

Company visit: Saint Gobain - Go global strategy

Social event: French wine tasting evening

Day 3

Company visit: Van Cleef & Arpels - World Marketing strategy for the world

Lessons from climbing

The mountain metaphor and the experience of climbing, enable to address the challenges they meet in their professional and personal lives. This workshop goes into depth on change management.



Day 4

Cross-cultural management of international teams

Evening social event: Lessons from art at the National Gallery

Day 5

Wrap-up session: Linking branding and internationalisation strategies

Company visit: Marks & Spencer