



GHANA CORPORATE BRANDS CONFERENCE & HONOURS 2026

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ABOUT THE GHANA CORPORATE BRANDS CONFERENCE & HONOURS 2026

The business landscape is evolving rapidly. Today, brands are no longer defined solely by the products or services they offer, but by the experiences they create, the stories they tell, the trust they build, and the impact they make on society.

Across Ghana and globally, corporate branding has become a strategic driver of business growth, market relevance, customer loyalty, investor confidence, and long-term sustainability. Organizations are increasingly investing in brand strategy, corporate communication, customer experience, digital engagement, and reputation management. However, despite these investments, there remains a significant gap in Ghana's corporate ecosystem.

There is a need for a dedicated, high-level executive platform where brand leaders, marketing professionals, communication experts and business executives can regularly come together to examine the changing dynamics of corporate branding, share experiences, challenge conventional thinking, discuss real business challenges and explore strategies for building stronger and more enduring brands.

The Ghana Corporate Brands Conference & Honours has been established to respond to this need. It expands the Ghana Corporate Brands Awards beyond recognition into a year-round platform for strategic dialogue, professional collaboration, knowledge exchange and the advancement of corporate branding in Ghana.

The platform brings together influential leaders and professionals from Ghana's business, marketing, communications, media, technology, academia and policy communities to examine the evolving role of branding in driving sustainable growth, relevance, competitiveness and stakeholder trust.

The Corporate Brands Conference provides a high-level environment for meaningful dialogue, fresh perspectives and strategic exchange. The event is designed to draw inspiration from the traditional African fireside storytelling experience, creating a space for genuine reflection, practical insights and meaningful strategic networking. Rooted in the rich tradition of African storytelling, the fireside represents trust, wisdom, shared experiences, and community. This concept transforms the Conference from a conventional business gathering into a culturally resonant platform where leaders can share experiences, exchange ideas, and engage in meaningful conversations that advance brand leadership, learning, and professional connections.

The Corporate Brands Conference is complemented by the Ghana Corporate Brands Honours, formerly Ghana Corporate Brands Awards, which recognizes organizations, individuals, products and service brands that demonstrate outstanding achievement in corporate branding, brand innovation, brand consistency, customer experience, community impact and business performance.

Now in its 5th edition, the Honours continue to recognize and celebrate brands and professionals that demonstrate excellence, strategic intent and measurable impact. Through a structured process of nominations, brand assessment and auditing, the Honours identify organizations and individuals that are setting meaningful standards, creating value and making a significant impact within their respective industries. It provides a distinguished platform to celebrate their achievements, contributions and influence in shaping Ghana's corporate landscape.



GHANA CORPORATE BRANDS
CONFERENCE & HONOURS 2026

THEME:

“Shaping the Future of Corporate
Branding: Building Brands with
Strategic Intent, Inspiring Excellence,
and Earning Lasting Trust.”

FRIDAY, 27th NOVEMBER, 2026
4 PM GMT



Kempinski Hotel
Gold Coast City

ACCRA GHANA





THE CONFERENCE

The Corporate Brands Conference is here to convene brand leaders annually for honest, forward-looking conversations that inspire action, elevate professional standards and strengthen the corporate branding ecosystem in Ghana. The Conference seeks to create an environment where leaders can openly share experiences, challenge existing perspectives, exchange knowledge and explore practical approaches to building stronger and more competitive brands.

The purpose of the Corporate Brands Conference is to establish a leading thought leadership platform dedicated to corporate branding in Ghana. The Conference will provide a high-level executive space for meaningful strategic dialogue, enabling business leaders, brand professionals and other key stakeholders to engage in conversations that influence the future of branding.

The Conference will promote knowledge sharing and encourage the exchange of ideas, experiences and best practices among corporate leaders and brand professionals. It will also provide a platform for exploring innovation in branding, corporate communication and customer engagement, particularly as organisations respond to changing consumer expectations, emerging technologies and an increasingly competitive business environment.

Another important purpose of the Conference is to strengthen collaboration between corporate institutions, professional bodies and educational institutions. By bringing these stakeholders together, the platform will encourage greater knowledge exchange, professional development and collaboration within the corporate branding ecosystem.

The Conference will also seek to inspire Ghanaian organisations to elevate their branding standards and strengthen their ability to compete in local, regional and global markets. By creating opportunities for experienced and award-winning brands to share their knowledge and experiences, the platform will help bridge the gap between established brands and aspiring brands through generous leadership, and the sharing of practical insights.

The Objective

The first strategic objective of the Corporate Brands by the Fireside Conference is to inspire executive brand leadership. The Conference will facilitate meaningful conversations around brand positioning, brand substance, brand character, verbal and visual expression, reputation management, customer trust, brand loyalty, leadership communication, authenticity, and consistency. These conversations will help executives understand how strategic brand decisions influence organizational reputation, market competitiveness, and long-term business value.

The second strategic objective is to advance digital brand transformation. As technology continues to reshape how organizations communicate and engage with their audiences, the Conference will explore emerging approaches to digital branding and communication. Discussions will examine digital storytelling, data-driven brand strategy, artificial intelligence and personalization in brand communication, as well as the role of graphic design and visual expression in creating distinctive and relevant brand experiences.

What to Expect

- **Strengthened Executive Brand Leadership:** Equip business leaders and senior professionals with strategic insights to make more intentional and impactful brand decisions.
- **Stronger Brand Trust and Reputation:** Promote strategies that enable organizations to build authentic, consistent, and trusted brands.
- **Increased Digital Brand Capability:** Help organizations better understand digital storytelling, data-driven branding, visual communication, personalization, and the use of emerging technologies.
- **Stronger Industry Collaboration:** Create meaningful connections among corporate institutions, marketing and communication professionals, professional bodies and educational institutions.
- **A Stronger Corporate Branding Ecosystem:** Contribute to the development of a more connected, innovative and competitive corporate branding ecosystem in Ghana.



TARGET AUDIENCE

Category	Specific Roles
C-Suite Executives	CEOs, COOs, CMOs, CCOs
Brand & Marketing Leaders	Brand Directors, Marketing Managers, Heads of Corporate Affairs and Officers
Communications Professionals	PR Directors, Communications Managers and Officers
Agency Leaders	Advertising Executives, Creative Directors, Digital Agency Heads and Officers
Customer Experience Leaders	CX Directors, Customer Service Heads and Officers
Policymakers	Government Ministries and Agencies
Media Leaders	All Media Professionals
Professional Bodies	All Professional Bodies
Academia	Marketing, Brands & Communications Faculty

THEMATIC FOCUS

1. The Future of Coprorate Branding in Ghana

This conversation explores how strategic intent, leadership and digital transformation can shape stronger, more relevant and future-ready brands.

Key Area of Discussion:

- Defining Strategic Brand Direction
- Leadership’s role in brand strategy
- Brand positioning for competitive advantage
- Digital Transformation and brand evolution

2. Reputation Management in The Digital Era

This conversation explores how organizations can strategically manage their voice, reputation and influence to build and sustain lasting brand trust.

Key Areas of Discussion:

- Developing a strategic brand voice
- Measuring and Sustaining Corporate reputation
- Leadership and corporate reputation
- Navigating the digital reputation landscape – the role of ai and social media.



THE 2026 AWARDS

Now in its 5th Edition, the Ghana Corporate Brands Honours, formerly known as the Ghana Corporate Brands Awards, was established to celebrate the consistency, versatility and excellence of corporate brands in Ghana. The Honours provide a distinguished platform for recognizing organizations and professionals that demonstrate strategic excellence, innovation, leadership and sustained commitment to building strong and enduring brands.

The Ghana Corporate Brands Honours seek to acknowledge, appreciate and reward corporate brands that consistently deliver quality products and services while demonstrating a clear and intentional approach to branding. It recognizes brands that understand that successful branding extends beyond visibility and promotion to encompass strategic direction, meaningful brand substance, strong positioning and distinctive brand expression.

The Honours recognize excellence across two fundamental dimensions of branding. The first is Brand Strategic Direction, which encompasses brand substance and brand positioning. The second is Brand Strategic Expression, which encompasses brand character, verbal expression and visual expression. Together, these dimensions provide a comprehensive framework for assessing how organizations define who they are, what they stand for, how they position themselves and how they consistently express their identity to their stakeholders.

The Ghana Corporate Brands Honours is presented as an elegant black-tie corporate gala that brings together the crème de la crème of Ghana's corporate community. The evening combines distinguished networking, premium dining, entertainment and a prestigious recognition ceremony celebrating outstanding achievements in corporate branding.

Beyond recognition, the Honours provide organizations with an opportunity to showcase their achievements, strengthen their corporate reputation, connect with industry leaders and stakeholders, and enhance their visibility within the market. The award categories are designed to reflect the diversity of Ghana's economy and recognize brands and professionals that are making a meaningful contribution to the development of corporate branding.

Ultimately, the Ghana Corporate Brands Honours seeks to celebrate excellence, inspire innovation and encourage organizations to build brands with strategic intent, distinctive character, consistent expression and lasting value.

ELIGIBILITY

An organization is eligible to compete for the awards if it satisfies all the following conditions;

- **Nomination or Self-Entry:** Participation may be through self-nomination, third-party nomination, research-based nomination, or invitation by the Awards Secretariat.
- **Ethical and Professional Standards:** Nominees must demonstrate responsible business practices, ethical conduct, a strong corporate reputation, and professional integrity.
- **Assessment and Verification:** All nominees are subject to eligibility screening, research, brand assessment and verification before being shortlisted for the Honours.
- **Jury Review:** Finalists and honourees will be determined based on the applicable category criteria and the recommendations of the independent assessment and judging process. This type of multi-stage verification is also used by established Ghanaian awards programmes.

Please visit our website www.gcba.mavencomgh.com and fill out a nomination form



NOMINATION IS BASED ON THE FOLLOWING CRITERIA

1. Brand Strategic Direction

Brand Substance: Clarity of purpose, values, promise, and what the brand fundamentally stands for.

Brand Positioning: Distinctiveness, relevance and clarity of the brand's position within its target market.

Strategic Intent: Evidence of a clear and deliberate approach to building and managing the brand.

Market Relevance: The brand's ability to respond to changing customer needs, market trends, and competitive dynamics.

2. Brand Strategic Expression

Brand Character: The personality, identity and attributes that make the brand distinctive and recognisable.

Verbal Expression: Consistency and effectiveness of the brand's messaging, tone of voice, storytelling and communication.

Visual Expression: Consistency and quality of the brand's visual identity, design, corporate identity and other visual touchpoints.

Brand Consistency: Ability to maintain a coherent brand experience across platforms, channels and customer touchpoints.

3. Brand Experience and Engagement

Customer Experience: Quality and consistency of the experience delivered to customers and other stakeholders.

Customer Trust and Loyalty: Evidence of customer confidence, satisfaction, loyalty and positive brand perception.

Digital Engagement: Effective use of digital platforms, content and technology to engage audiences and strengthen the brand.

4. Brand Performance and Impact

Market Presence: Visibility, recognition and influence within the relevant industry or market.

Business Performance: Demonstrated contribution of the brand to organisational growth, competitiveness and sustainability.

Innovation: Ability to innovate in products, services, communication, customer experience or brand strategy.

Social and Community Impact: Positive contribution to society, communities and relevant stakeholders.

5. Leadership and Governance

Brand Leadership: Commitment of senior leadership to the development and protection of the brand.

Ethical Branding: Demonstration of integrity, transparency and responsible communication.

Reputation Management: Ability to protect, manage and strengthen corporate reputation.

Why Participate?

- **Make Better Brand and Business Decisions**

Gain practical insights from experienced executives and brand leaders on the decisions that shape brand growth, market relevance, customer trust and corporate reputation. The Conference is designed to provide perspectives that can be taken back to the boardroom and applied to real business challenges.

- **Stay Ahead of Changes Affecting Your Brand**

Business, technology and consumer expectations are changing rapidly. The Conference helps executives anticipate emerging trends, understand changing stakeholder expectations and identify opportunities before they become competitive pressures.

- **Benchmark Your Brand Against Leading Organizations**

Understand how leading organizations approach brand strategy, positioning, communication, customer experience, reputation and innovation. The Conference provides an opportunity to assess where your organization stands and identify areas for improvement.

- **Turn Brand Investment into Business Value**

Explore how branding can move beyond visibility and become a strategic business asset. Discussions focus on how strong brands can contribute to customer loyalty, market differentiation, reputation, business growth and long-term organizational value.

- **Give Your Team a Strategic Annual Reset**

Use the Conference as an annual opportunity for your leadership and brand teams to step away from daily operational demands, reflect on the organization's brand direction and consider what needs to change, strengthen or improve.

Why Participate in the Honours;

- **Gain Independent Recognition for Brand Excellence**

Have your organization assessed and recognized for the strategic thinking, consistency, innovation and impact behind your brand.

- **Strengthen Corporate Reputation and Market Position**

Use the Honours as an opportunity to demonstrate your organization's commitment to excellence and distinguish your brand among leading organizations in Ghana's corporate landscape.

- **Celebrate, Showcase and Leverage Your Achievement**

Give your leadership and team a prestigious platform to celebrate their work while leveraging the recognition to strengthen stakeholder confidence, employee pride, brand visibility and corporate credibility.





Brands Engaged

As a premier event management company, we take immense pride in creating memorable experiences that leave a lasting impression on our clients' memories. Our journey has been enriched by intensive research with renowned, exceptional brands, each setting a standard of excellence in its field. From government agencies to the manufacturing sector, tech innovators, trendsetters, and service providers, our portfolio showcases a diverse range of events that have positively impacted the reputation and success of businesses.



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