



**BUSINESS LEADERSHIP &
INNOVATION MANAGEMENT**

2025 EXECUTIVE DEVELOPMENT TRAINING CALENDAR





BUSINESS LEADERSHIP &
INNOVATION MANAGEMENT

ABOUT BLIM AND BMA

BMA
Brand Management
Academy
Setting Brand Management Standards

Business Leadership and innovation Management Limited (BLIM) and Brand Management Academy (BMA) are foremost practical, and the most sort-after leadership capability building institution in Nigeria, focused on strategic leadership development, brand and Marketing management, sales management and entrepreneurial development training.

Our mission is to improve the skills and capabilities of both practicing and aspiring business leaders in Africa. We have trained over 100,000 professionals across different sectors and at different leadership level.

OUR SERVICES

WORKSHOP MANAGEMENT



CAPABILITY DEVELOPMENT



CAPABILITY CONSULTANCY



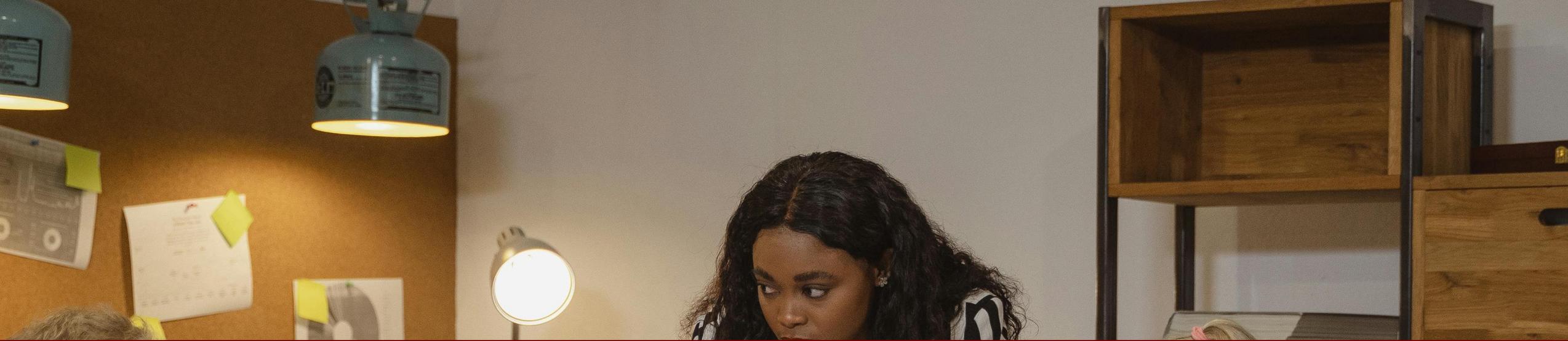
**Leadership
Retreat
Management**

**Team building
Simulations**

**On-Site and Off-
Site Training –
Marketing, Sales,
Leadership and Personal
Effectiveness.**

**Competency
Assessment and
Commercial
Talent
Recruitment**

**General business and commercial
Operations consultancy**



MARKETING PROGRAMMES



BRAND MANAGEMENT AND MARKETING PROGRAMMES

PROGRAMME TITLE	PROGRAMME OVERVIEW	TARGET AUDIENCE	DATE AND DURATION	PROGRAMME COST (Naira)
Advanced Brand Management Programme	This is a practical and project-based 12 weeks training across all areas of brand and marketing management .	Brand Manager, Marketing Managers, Product Managers	12 Days	650,000
CMO Strategic Leadership Boothcamp	This is a strategic training and cross pollination platform for CMOs, Aspiring CMOs and Marketing Leaders	Head of marketing, CMO, VP Marketing, Marketing Directors.	5 Days	2,550,000
Applied Marketing Foundation Programme	This training is for Marketing Rookies who are just starting their careers.	Assistant Brand Managers, Marketing Interns, Fresh Graduates	4 Days	300,000
Mastering Brand positioning Strategy	This is a brand strategy and positioning mapping training,	Brand Manager, Marketing Managers, Product Managers	2 Days	250,000
Marketing innovation Boothcamp	This focuses on innovation process from conceptualization to commercialization	Brand Manager, Marketing Managers, Product Managers	3 Days	375,000
Product Management for Tech Business	This training will explore product management in the tech industry. From ideation through commercialization.	Brand Manager, Marketing Managers, Product Managers	3 Days	450,000

BRAND MANAGEMENT AND MARKETING PROGRAMMES

PROGRAMME TITLE	PROGRAMME OVERVIEW	TARGET AUDIENCE	DATE AND DURATION	PROGRAMME COST (Naira)
Marketing science and Data Analytics	Marketing insight and analytics is pivotal to business decision making. This programme will delve into the world of marketing science and data analytics.	Brand and Marketing Manager, Product Managers and insight manager.	2 Days	355,000
Digital Transformation and AI Integration	This programme will explore both the depth and breadth of digital integration and business process digitalization	Marketing Managers Head of marketing, CMO, VP Marketing	3 days	475.000
Creative Marketing Masterclass.	The concept of creative marketing has gained significant feat in the last decades. With the growing creative economy, understating this becomes imperative.	Brand and Marketing Manager, Creative Director, Media and Digital Manager	2 Days	350,000
Marketing Communication and Storytelling Masterclass	This training will explore the concept of strategic communication and creative storytelling.	Brand and Marketing Manager, Creative Director, Media and Digital Manager	2 Days	300,000
Media Management and connection planning	Media budget is probably the biggest chunk of Marketing DME/A&P. This training will expose the participants to strategic media planning process.	Brand and Marketing Manager, Creative Director, Media and Digital Manager	2 Days	300,000



SALES PROGRAMMES



SALES AND OPERATIONS MANAGEMENT PROGRAMMES

PROGRAMME TITLE	PROGRAMME OVERVIEW	TARGET AUDIENCE	DATE AND DURATION	PROGRAMME COST (Naira)
Fundamentals of Selling	This training exposes the Sales Representatives to basic principles of selling and business development.	Sales Representatives and Sales Team Lead	2 Days	180,000
Applied Sales Management	This programme will focus on strategic understanding of contemporary sales models, frameworks and theories in delivering sales targets.	Sales Supervisor and Sales Managers, Distributor Managers	3 Days	300,000
Strategic Territory and distributor Management	This training will focus on the success principles of area and territory management, Distributor and channel management. Also focus on driving growth and productivity within sales areas.	Sales Supervisor and Sales Managers, ASMs, Commercial Manager, Trade Marketing Manager, Regional Managers	3Days	300,000
Trade Marketing Masterclass	This programme will expose participants to strategic tools and frameworks required to managing channel members.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager	3 Days	375,000
Understanding Strategic Route to Market	The is a masterclass to understand RTM strategy and operations. From EDS to channel segmentation and portfolio mapping. The programme will touch every area of route to market.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager	3 Days	375,000

SALES AND OPERATIONS MANAGEMENT PROGRAMMES

PROGRAMME TITLE	PROGRAMME OVERVIEW	TARGET AUDIENCE	DATE AND DURATION	PROGRAMME COST (Naira)
Sales Managers Boothcamp	This is a 4-Day boothcamp for sales managers where principles, practices and models for delivering exceptional sales results will be shared.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager	4 Days	450,000
Sales Reporting and Data Analytics	Data analytic training will expose participants to business data diagnosis, mapping and interpretation	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager	2 Days	300.000
Leading High Performing Sales Force	This is a leadership training programme for Sales Leaders.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager, Sales Director	2 days	200,000
Key Account Management	This training will focus on exposing the participants to the principles, framework and models of managing key account.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager, Sales Director	3 Days	330000
Leveraging Technology for Sales	This training will help sales professionals understand how to leverage technology to drive sales productivity.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager, Sales Director	2 Days	300,000
Understanding Sales Budget Planning	Budget planning and development can be very cumbersome if not properly understood.	Sales Supervisor and Sales Managers, Commercial Manager, Trade Marketing Manager	2 Days	350,000

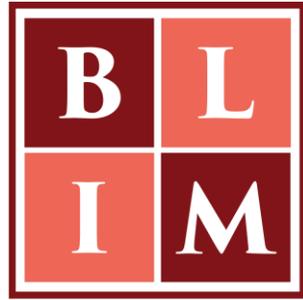
A photograph of three business professionals in an office setting. On the left, a woman with blonde hair is seen in profile, wearing a light-colored blazer. In the center, a man with short dark hair is wearing a grey suit jacket, a white shirt, and a dark red striped tie. On the right, a woman with dark hair pulled back is wearing a dark blue blazer and a white shirt. They appear to be in a conversation. A red horizontal band with white text is overlaid across the middle of the image.

LEADERSHIP PROGRAMMES

LEADERSHIP AND ENTERPRENUERSHIP PROGRAMMES

PROGRAMME TITLE	PROGRAMME OVERVIEW	TARGET AUDIENCE	DATE AND DURATION	PROGRAMME COST (Naira)
Leading with Emotional Intelligence	This programme will demystify the concept of emotional intelligence and its application in the workplace to driving team cohesion and business productivity.	Managers and business leaders	2 Days	295,000
Business Leadership and Corporate Reputation Management	This is a two-day programme on strategic leadership and how to build a sustainable corporate equity through strategic reputation management.	Managers, business leaders and corporate communication manager	2 Days	300,000
Business Operations Mastery Bootcamp	This is an entrepreneurial training for business leaders, business owners and entrepreneurs. Practical and scenario base learning.	Entrepreneurs, Business Leaders and SME owners	8 Days	1650,000
Driving Business Growth and Profitability	This training will focus on exploring various models and frameworks in driving business growth and Profitability	Managers and business leaders, CEOs and MDs	2 Days	300,000
Situational and Leadership Masterclass	This training will focus on team management and leaderships principles.	Managers and business leaders	2 Days	325000

**WE ALSO CUSTOMISE
BESPOKE TRAINING
SOLUTIONS FOR OUR CLIENTS
BASED ON REQUEST AND
TRAINING NEEDS**



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BMA

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ABOUT US

WHY BLIM AND BMA?

We are the most sort after commercial training school in Nigeria. Our training programmes are carefully designed to deliver practical skills and competencies required for effective commercial Leadership, leveraging top industry experts, relevant local case studies and international frameworks.

Our learning Approach is EPIC – Experience Based, Practical Execution Design, Investigation Based Planning, Case Study Model.

Our facilitators are the very best in the industry. We pride ourself on our over 200 years combined experience of our facilitators.

In 2022, BMA was awarded the most outstanding Brand Management Training School in Nigeria at Brandcom Award.



toyin_adepegba BMA broadened my knowledge of marketing. The experience was worth every penny and much more. Learning from industry leaders was a privilege. The intellectual discussions, the case studies reviews, the teachings, the practical simulations....top notch👏The interesting thing is, the teachings are relatable and come in handy on the job.

105w 1 like Reply ...

— View replies (1)



olowoporoku @bmacademyng, the experience is invaluable! The practical teachings, the quality of facilitators, networking and growth opportunities...

105w 1 like Reply



kaxtomartini To be honest, the experience at @bmacademyng is invaluable. It's a genuine and candid platform that gives you access to marketing learning of global standards usinf global case studies and cultural market realities. You learn not just from a diverse crop of specialists as tutors but also from eachother as students. You are also taught how to apply these learnings to your individual career journey and goals. I certainly picked up more than a few from BMA. ⚠️: You can expect a few calories from the lunch as well.

105w 1 like Reply

— View replies (1)



chioma.ugodiya Not an alumni yet but the knowledge I have received after attending just 2 lectures is mind blowing!!!!

105w 1 like Reply

15th November, 2022.

ABIODUN AJIBORODE
FOUNDER
BRAND MANAGEMENT ACADEMY
16 OLUWAJOBA STREET, ALAPERE,
LAGOS.

Dear Sir,

**BRANDCOM AWARDS 2022: AWARD FOR THE MOST OUTSTANDING BRAND SCHOOL IN CAREER GROWTH
– BRAND MANAGEMENT ACADEMY**

On behalf of the selection panel of the **2022 BRANDCOM AWARDS**, we are delighted to inform you that **BRAND MANAGEMENT ACADEMY** has been awarded the prestigious **AWARD FOR THE MOST OUTSTANDING BRAND SCHOOL IN CAREER GROWTH** –the highest recognition reserved for the brand and marketing management schools that have excelled in upholding the highest professional standards in this sector while delivering on excellence, quality, and professionalism, among other set parameters for the year under review (2021-2022).

Amongst all nominated schools, our distinguished panel of assessors made up of seasoned marketing and communications professionals came to the conclusion that **BRAND MANAGEMENT ACADEMY** stood head above shoulders among others in this category to emerge winner.

Kindly confirm your acceptance of the award on or before Monday, November 21, 2022. Should you accept the nomination, kindly provide us with BRAND MANAGEMENT ACADEMY's comprehensive profile and logo.

Please accept our hearty congratulations as we invite you to receive the honours at the 2022 BRANDCOM AWARDS.



OUR
PEDEGREE

OUR FACILITATORS



ALEX GOMA



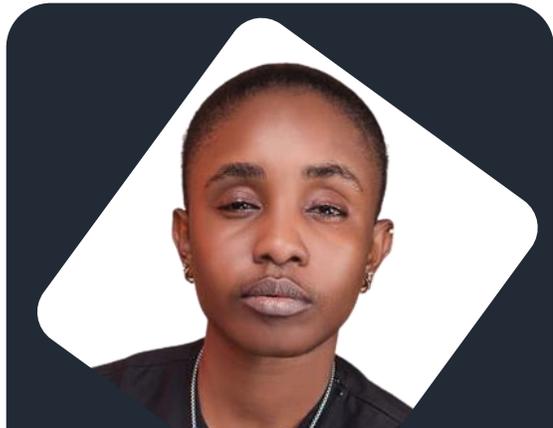
DR ABIODUN



ROY EKEKWE



GBENGA .O



FOLAKE STEAZE



DAMILOLA



IFEOLUWA



EKUMA EZE

PAST TRAINING PROGRAMS

SOME PAST IN HOUSE TRAINING PICTURES



BERGER PAINT NIGERIA – COMMERCIAL LEADERS TRAINING



HABESHA BREWERIES ETHIOPIA - SALES LEADERS TRAINING



DOMINICAN CHURCH LEADERSHIP WORKSHOP



AERO CONTRACTORS SENIOR MANAGERS WORKSHOP



BUA FOODS COMMERCIAL LEADERS TRAINING



FUNDQUEST CUSTOMER SERVICE WEEK TRAINING



UAC FOOD COMMERCIAL LEADERSHIP TRAINING



NBC TRADE MARKETING MASTERY TRAINING



SOME OF OUR CLIENTS



Tolaram Group



Coca-Cola
Hellenic Bottling Company

OUR CONTACT

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LinkedIn: [@BMA Nigeria](https://www.linkedin.com/company/BMA-Nigeria)