

Sheila Duggan
Graphic Communication

Branding workshops

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I run tailor made branding workshops for educational bodies and design practices. My main workshop is entitled 'No Nonsense Branding' and addresses the design process from inception to delivery through a series of carefully selected case studies. With over 15 years of experience in the design industry, my approach is both enlightened and refreshing.

"Sheila delivered her 'No Nonsense' workshop at the **Financial Times**. My design team consists of different levels of experience and the overall feedback was very positive from all levels. It was very valuable to receive practical advice from someone with a good solid experience in this specialist area.

I think any similar design team would benefit from this workshop."

Erica Morgan, Head of Design
Financial Times Business

"Sheila's training session was part of a professional development course at the **Royal College of Art**. Branding is an area that students at the RCA are really interested in, but are unsure about how they go about developing their own brand for future business development. Sheila created an accessible and hugely engaging presentation that presented relevant case studies in fashion and textiles, as well as unpicking the process that students need to go through to arrive to their own brand. Sheila's approach was applicable to a wide range of audiences.

Brigid Howarth
Brigid Howard consultancy

Further Information

For more details on branding workshops please email or call for a frank discussion.