




# Course Calendar

December 2024 - February 2025

## December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
22	23 Registration closes	24 Live Class <b>Meet &amp; Greet</b> + <b>Anatomy of a Brand</b> 1:30pm EST	25	26	27	28
29	30	31 <b>Chanukah</b>  				

# January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <b>Chanukah</b>  	2	3	4
5	6	7 Live Class <b>The Brand Strategy Process</b> 1:30pm EST	8 Live Lab <b>How to Do a Competitive Analysis</b> 1:30pm EST	9	10	11
12	13 Live Masterclass <b>with Yaacov Steinberg</b> 1:30 pm EST	14 Live Class <b>From Research to Strategy</b> 1:30pm EST	15 Live Lab <b>Perform &amp; Analyze Customer Interviews</b> 1:30pm EST	16	17	18
19	20 <b>Coaching Call</b> 1:30pm EST	21 Live Class <b>No-Hype Brand Archetypes</b> 1:30pm EST	22 Live Lab <b>How to Write Mission &amp; Vision Statements</b> 1:30 pm EST	23 <b>ba+ EXCLUSIVE</b> <b>Emotion Marketing with Chany Paskes</b> 1:30 pm EST	24	25
26	27 <b>ba+ EXCLUSIVE</b> <b>Workflow Automation with Irit Levi</b> 12:00 pm EST	28 Live Class <b>Brilliant Brand Brief</b> 1:30pm EST	29 Live Lab <b>Joint Brand Guide Writing</b> 1:30pm EST	30 <b>Coaching Call</b> 1:30pm EST	31	

# February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 <b>BO+ EXCLUSIVE</b> <b>Corporate Culture Handbook Workshop with Suri Jerusalem</b> 1:00 pm EST	4 Live Class <b>Advanced Brand Strategy</b> 1:30pm EST	5 Live Lab <b>The Tighter Writer Workshop</b> 1:30pm EST	6	7	8
9	10	11 Live Class <b>Brand Names &amp; Slogans</b> 1:30pm EST	12 Live Lab <b>Namestorming &amp; Presentation</b> 1:30pm EST	13 <b>BO+ EXCLUSIVE</b> <b>Manage your Mind, Make More Money with Debbie Sassen</b> 1:30 pm EST	14	15
16	17	18 Live Class <b>The Business of Branding</b> 1:30 pm EST	19 Live Lab <b>How to Think Like a Brand Strategist</b> 1:30 pm EST	20 Live Masterclass <b>Visual Branding with Charna Ambers</b> 1:30 pm EST	21	22
23	24 <b>BO+ EXCLUSIVE</b> <b>The Product In You Workshop with Chaya Glatt</b> 1:30pm EST	25 Live Class <b>The Psychology of Design</b> 1:30 pm EST	26	27 <b>Goodbye Meeting</b> 1:30pm EST	28	