



Building Brand Identity: The First Step to Marketing Success

The purpose of this workshop is to help participants develop a recognizable and meaningful brand identity, the first step to building brand equity, and the key to any successful brand. Find out how to maximize your marketing dollars and minimize waste by putting on the "right face" to your business. Participants will have the opportunity to review concrete examples of successful brand identities and their impact on business success. Participants are encouraged to provide online brand challenges for discussion and should send in their company url prior to the workshop to be considered for the afternoon mini case study. One participant will be chosen.

Key topics covered will be:

- The Brand Identity Process
- What Makes a Good Name?
- The Six Attributes of a Successful Mark

Date: February 1, 2008

Time: 11am to 3 pm

Place: ABC Office, 430 West Germantown Pike, East Norristown, PA 19403

Cost: \$250 (Includes Lunch)

Instructor: Orly Zeewy is a brand identity consultant and communications strategist with more than 20 years of experience in design, brand strategy and marketing communications. She is the recipient of numerous awards and her identity work has been widely published both nationally and internationally. For fourteen years, she was the principal of Zeewy Design and Marketing Communications, where she earned a reputation for solid, business-based solutions for clients such as Kraft General Foods, Prince Manufacturing, Inc., CoreStates and Astra/Merck. In 2001, she left The Vanguard Group where she was Senior Design Manager to start her consulting practice. Orly is an adjunct professor at Philadelphia University and Temple University and is a guest lecturer at the University of Pennsylvania.

Register online: www.abcsepa.org or fax back the form below:

Building Brand Identity Registration Form

COMPANY: _____

ATTENDEE(S): _____

PHONE: _____ FAX: _____

PAYMENT OPTIONS: _____ Invoice (ABC Members only) _____ Check in the mail _____ Credit Card

Credit Card Payment

Visa _____ MasterCard _____

Card # _____ Exp Date: _____

Name: _____ Signature: _____

Bill Zip Code: _____

Important: All reservations are financially binding unless canceled

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