

NICK BARTLEY presents

THE CEO Experience



BRAND DEVELOPMENT & MANAGEMENT

Seminar Overview: This seminar will provide an in-depth and hands-on approach to understanding the concept of brand development from the perspective of service offerings, customer service delivery, representative graphics & collateral (logos, corporate identity, virtual presence), and your basic protections. Learn how to develop the message of your vision for an effective graphic presentation that can be effective in your marketing strategies and promotional activities.

INTRODUCTORY ROUNDTABLE:

Business Perception: What is it? ... How to Protect It?

This discussion will bring to light the Degrees of Separation between a business, its owner, and any affiliated staff. The notion that Business and Personal are completely separate in the professional realm is one that is totally up to the general public. The Public Relations perspective should play a major part in how your brand is developed and maintained whereas it has everything to do with knowledge and understanding one has of the business relations of the owner(s) and staff. So let's talk candidly about how to maintain a positive business image...and we aren't talking about just pretty graphics and collaterals.

SEMINAR OUTLINE:

- **Development: Building a "BRAND"**
Defining YOUR Brand
Service Delivery, Brand Maintenance & Enhancement
- **Promotion: Brand Awareness....Your Message & Delivery**
The Appeal...Creating Your Story (Uniqueness Proposition)
Substance...Proper representation and meaning (Value Proposition)
Engage...Identifying your target market and catering to their needs
Inform...Choosing the appropriate vehicles for effective delivery
- **Brand Identity: Graphic Representation role & function**
Your Logo...it's more than just letters and pictures
Communicating Your Vision "EFFECTIVELY" to Graphic Producers
- **Virtually YOU! Developing & Maintaining Web Presence**
Domain Registration & Hosting 101
Developing a Website Vision
Developing and Managing Content
- **Social Media for Business**
Intro, Intent & Strategy...What they Are and ARE NOT
Walk-thru of popular Apps (Facebook, Twitter, YouTube, LinkedIn, Etc)
- **Intellectual Property 101**

PRESENTED
BY



Who Should Attend...

- Corporate/Non-Profit Leaders
- Aspiring Entrepreneurs
- Aspiring Graphic Designers
- General Audience

Benefits & Highlights

- Interactive learning environment
- Tailored seminars for your specific needs
- Engage in practical exercises
- Develop/Enhance your business pitch to the right audience
- Hands-on SM set-up & tutorial
- Learn how to express your vision for graphic creation
- Develop a Marketing plan outline

Registration Information

Register for this seminar online

www.NickBartleyPresents.com

- Click Seminars
- then click Register

Event Code: **Sem-BRND**

Duration: **2 Hours**

Registration Fee: **\$75 \$55⁰⁰**

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