BRANDING

WHY IT MATTERS IN YOUR ORGANIZATION
And How to Map it Strategically

May 4, 2018  8:30 a.m.–4pm

Who Should Attend?

- CEO’s
- Entrepreneurs
- Political campaign strategists
- Profit & non-profit organizations
- Marketing and public relations managers
- Management in start-up businesses or organizations

Topics Include:

- Why it is important to map and audit your brand
- The key elements of brand development
- How to translate what you value into branding components and a strong brand identity
- How to integrate the essence of your brand with your communication strategies
- How to build campaigns that align with your brand

Program presenter Elaine S. Potoker has over 35 years of work experience in management, sales and marketing in the US and select overseas markets. Since 1993, she has been the owner of Interloqui®, a consulting firm that provides assistance to businesses in the area of business assessment, organizational development, international marketing, branding, workforce training and performance measurement. She has worked with diverse organizations to assure that organizational structure and communications are effectively aligned. Interloqui® is a member of the Belfast Chamber of Commerce. Elaine is also an avid Rotarian since 1989 and former board member of the Bangor Noontime Rotary. She is a published author on topics related to the field of marketing, strategic management, and human resource development. Potoker is Professor emeritus of the School of International Business & Logistics at Maine Maritime Academy in Castine.

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