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American Marketing Association: April 27, 2006 Event Focuses On 'Bringing The Brand To Life-Creating Behaviours And Attitudes That Ensure The Entire Organization Stays On Brand'

TORONTO, ONTARIO--(CCNMatthews - April 20, 2006) - Marketing and Human Resources - is it the Critical Link to living the brand?

We know that branding goes beyond the traditional marketing activities of advertising, logos and taglines. Internal branding is a hot button these days, because industry experts have discovered that if employees don't understand and support the brand message, it's doubtful anyone else will either.

Patricia McQuillan, President, Brand Matters and moderator for this event suggests, "Employee buy-in is 100% required in delivering a differentiated customer experience - in fact, employees are the internal brand and they 'bring the brand to life!'."

And beyond understanding, employees have to bring the brand promise to life. Learning how to align your organization's people commitment and capability with your brand can not only help deliver your brand promise but unite your marketing and sales objectives and achieve your business goals. You can create a more effective, efficient and unified work place. Moreover, you can deliver a more consistent, branded customer experience - a prerequisite for winning brands.

Panellist Cheryl Blackman, Director Visitor Experience, Royal Ontario Museum states, "The WIIFM (what's in it for me) factor is absolutely essential in making or breaking any change management or brand initiative. Translating the expectations and behaviours of the brand experience to the individual employee level has become an imperative"

The panel of experts will discuss topics such as:

- The importance of aligning employee actions with your brand promise
- The value and power of the brand as a unifying element for marketing and human resource professionals

- The connection to corporate culture

- How to bring your brand to life - successfully "operationalize" your brand strategy through a connection between marketing and human resources.

- How to measure success measures - the latest on internal brand metrics

Panellist will also be asking for audience participation and advice around their experiences and best practices in integrating HR and Marketing in their efforts to stay on brand.

Featured Panellists Include:

Brenda McWilliams,
Managing Director, Marketing, Federal Express Canada

Gary Burkett,
Managing Director, Human Resources, Federal Express Canada

Valerie Taylor,
Director Marketing & Sales, Royal Ontario Museum

Cheryl Blackman,
Director Visitor Experience, Royal Ontario Museum

Moderator:

Patricia McQuillan
President & Founder
Brand Matters

ABOUT BRAND MATTERS INC.

Patricia is the president and founder of Brand Matters, a management consulting firm (brandmatters.ca), which specializes in the development and implementation of winning marketing and business strategies. Her practice includes a thriving niche in brand development. She is also a member of the AMA board (Toronto Chapter) and the MS Society board. Patricia also participates as an industry leader as a Council member of the CMA Strategic Planning and Branding Council.

Media are invited to attend the event free of charge with a maximum of two individuals per outlet. For more information on this event, or to arrange interviews with panellists, please contact Patricia McQuillan at 416.923.7476.

EVENT DETAILS:

Date: Thursday, April 27h, 2006

Time: 7.30 am - 10.00 am (roundtable begins at 8.00 sharp)

Location: Verity Club
111-D Queen Street East (Queen & Church area)
Toronto Room

Cost: Non Members - \$75.00(i) AMA - \$45.00(i) AMA Students - \$16.059(i) Students - \$26.75(i) GST included

To Register: To register, simply call 647-393-9649
or e-mail ama-tor@allstream.net or fax: 416.962.9149 -
bookings are firm unless cancelled five business
days before the event.

ABOUT THE AMA (TORONTO)

AMA Toronto is a leading professional association that promotes marketing leadership and provides ongoing career development, networking and knowledge-sharing opportunities through its Toronto chapter. Its activities centre on monthly roundtable seminars that support an entrepreneurial spirit and encourage passionate debate on emerging trends, evolving practices, and new theories.

CONTACT INFORMATION

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