

BrandMatters

Connecting Business to Brand™

"B2B Branding: What does it take to win?"

AMA B2B Branding Breakfast Roundtable

Thursday, January 21, 2010

B2B branding continues to be a key opportunity for greater marketing focus with resultant enhanced corporate profitability. So how do B2B companies truly differentiate their offering and become relevant to customers over the long term? This is where brands come in. Brands matter in B2B markets. In fact, they may matter even more in B2B than in business-to-consumer (B2C) markets.

"Consumer marketers obsess about brand equity, as well they should. B2B companies would be wise to follow suit. Our quantitative, 16-year study of more than 450 firms shows that billions of dollars are locked up in B2B brands, yet managers consistently skimp on brand building. That's an expensive mistake."(Harvard Business Review, March 2007)

In this ground breaking panel discussion facilitated by Canada's leading B2B Branding Expert, Brand Matters, you will learn:

- How to keep it simple
- Opportunities for Green Marketing
- How to leverage market research
- How to leverage your organization's Internal Brand
- How to ensure key criteria for successful branding are met

PANELISTS

- David Bedford, [Canadian Olympic Committee](#), Executive Director, Marketing & Communications
- Nancy Icely, [Capital One Canada](#), Vice President, Information Technology

- Ajay K. Sirsi PhD, [Schulich School of Business](#), Associate Professor, Marketing
 - Catherine Wood, Vice President, [Qtrade](#) Financial Group
 - **And more....**
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- **Moderator:** Patricia McQuillan, Founder of **Brand Matters Connecting Business to Brand**®



EVENT DETAILS

When: Thursday, January 21, 2010

Time: 7:30am - 10:00am

Where: Verity Club, 111-D Queen St. E., Toronto Parking lot across the street

Nov. 25 Roundtable Cost:

\$ 75 Non-Members - GST Included

\$ 45 Members - GST Included

Included: Continental breakfast (coffee, juice, fruit and pastries), networking opportunities, connections to Toronto's marketing and business communities.

Bookings are considered firm unless cancelled 5 business days in advance. Substitutions allowed at any time.