

"10/10: Updates on new challenges within the branding world were informative."

"It gave me insight into how other companies are doing business."

"A number of practices I can 'pilot' on our corporate initiatives."

"Excellent and interesting."

3<sup>rd</sup>



Expert advice on brand strategies to weather the economic storm

September 21 & 22, 2010, Toronto

**1 COURSE + 1 WORKSHOP + 1 WEBINAR + 15 AV MULTIMEDIA PRESENTATIONS**

*Workshop Included: To Develop a Successful Brand from the Inside Out*

**who should attend**

VPs, Directors & Managers of Communication, Marketing, Corporate Brand & Identity

**course highlights**

- Strengthening your brand during a tough economy
- Achieving strong brand recognition
- Developing a strategic communication plan
- Ensuring a consistent message
- Aligning employees with your brand promise
- Making the best use of multiple channels
- Moving beyond the hype of Web 2.0
- Authentically harnessing the power of "Green"
- Meeting the challenges of new brand positioning

## COURSE LIVE INTERACTIVE WEBINAR

### INTERNATIONAL WEBINAR DISCUSSION PANEL

SEPTEMBER 21, 2010 - 1 PM ET

#### PROTECTING CORPORATE BRAND EQUITY IN A WEB 2.0 WORLD

Corporate reputations can take a beating in the new world of social media. Indeed, the increasing use of social networks to express customer dissatisfaction often magnifies the effect of negative customer experiences on a brand or organization. But how can companies manage this growing issue? To answer this question, we have put together an international panel of social media and marketing experts that will help you manage brand reputation on social networking sites.

- Effectively dealing with stories of poor customer experiences over social media platforms
- Do consumers want companies to listen to what customers say about their products and services on social networking sites and follow up with the people who have commented?
- Discovering the where, when and how of positively influencing 'badvocates'
- Fostering further loyalty among advocates
- Empowering employees to respond and act
- Using social media to develop communities that help improve the design, creation and image of a brand

### WEBINAR PANELISTS

Panelists will answer your questions

#### INTERNATIONAL PANEL

##### DEB BERMAN



Deb Berman is Managing Director of **Justmeans**, where she helps corporate clients and non-profit organizations develop and implement their social media and communications strategies.

##### BLAKE CAHILL



Blake Cahill is the Senior Vice President of Corporate Marketing for **Visible Technologies**.

##### MIKE SPEAR



Mike Spear is Director of Corporate Communications for **Genome Alberta**, a not-for profit research funding organization.

##### TROY JANISCH



Troy Janisch is Digital Marketing Manager at **American Family Insurance**.

##### MIKE VOLPE



Mike Volpe is Vice-President, Inbound Marketing at **HubSpot, Inc.**

## LIVE COURSE FACULTY

### COURSE LEADER

#### HOWARD OLIVER



Howard Oliver is the CEO and founder of **What If What Next™**, a firm that specializes in Web 2.0 PR and prides itself on delivering strong results in brand recognition, media coverage and growing web footprint. For more than 25 years, he has been an entrepreneur, writer, thought leader, PR Guru, business development strategist, technology evangelist, manager and consultant for numerous service, industrial and high technology companies.

### CO-LECTURERS

#### HEATH APPLEBAUM



Heath Applebaum is Manager of Communications and Media Relations for the **Cadillac Fairview Corporation Limited**. He is responsible for directing all enterprise-wide communications strategy and is the primary company spokesperson.

#### MATTHEW DIAMOND



Matthew Diamond, Partner and Managing Director at **Hunter Straker**, has been a force in the Marketing industry since he first charged onto the scene nearly 15 years ago. Previously a Partner at Capital C, he joined Hunter Straker in 2010 to help set the vision and drive business development.

#### SCOTT ALLISON



Scott Allison is Vice President of Sales & Marketing for **Mariott Hotels & Resorts of Canada**. His key initiatives include e-commerce strategies, strategic partnership development and consumer advertising.

#### MILA MIRONOVA



Mila Mironova has ten years of experience in the mobile communications industry and currently serves as the Marketing Manager for **Nokia Canada**, where she is responsible for developing integrated campaigns, which are a combination of traditional and non-traditional media, PR, online and word-of-mouth marketing.

#### ROBERT SARNER



Robert Sarnar is the Director of Communication and Public Affairs at **Roots Canada**. He joined Roots in 2004 following an international career in journalism.

#### RAYMOND LUDWIN



Raymond Ludwin is Director, Brand Strategy, Brand and Marketing Communications for **Rogers Communications Inc.**

#### AS WELL AS:

#### PATRICIA MCQUILLAN

Patricia McQuillan founded **Brand Matters** in 2000, a leading brand consultancy with expertise in brand strategy, market research and internal brand development.

# LIVE COURSE PROGRAM

## ATTAINING BRAND RECOGNITION

Building brand recognition is critical to positioning it to become consumers' preferred brand. This session will outline how to achieve stronger brand recognition in order to stand out from the crowd of competitors and to make an enduring impact on your target markets.

- Increasing brand awareness: what it takes to make a brand stand out
- Successful strategies for differentiating your brand
- Making your brand more memorable
- How can you amplify a creative idea?
- Communication tactics and strategies that lead to better brand recognition
- Monitoring and feedback practices for avoiding brand rejection

## DELIVERING ON A BRAND PROMISE

A strong and authentic brand promise can help you to differentiate from your competitors and win over customers, but only if that promise is fulfilled. This session will look at how to develop a strategic communication plan to deliver the brand promise, and what it takes to make it a success.

- Understanding what customers need
- Ensuring consumers expectations are met by the brand promise
- Overcoming the challenge of maintaining the brand promise in a tough economy when costs are under attack
- Ensuring marketing and communications efforts are focused on the brand promise
- Making the brand promise measurable

## DEVELOPING A UNIFIED MESSAGE: INTEGRATED MARKETING COMMUNICATIONS

This session will discuss best practices in unifying marketing communication tools and corporate brand messages to communicate consistently with stakeholders.

- Integrating internal structure and processes
- Integrating the activities of all departments
- Integration between web sites and all other vehicles
- How the brands & subscriptions can be marketed across integrated channels
- Leveraging the online channel to measure offline results with an integrated campaign

## INTERNAL BRAND STRATEGIES

Do your employees live and breathe your brand? This session will discuss how to utilize internal branding strategies to fully engage employees and align them with your brand promise in order to turn your branding objectives into a reality.

- The nuts and bolts of internal branding
- Understanding your audience: how well do you understand your employees and their communications needs?
- Increasing loyalty and employee engagement
- Measuring the effectiveness of internal branding strategies
- Aligning internal and external branding strategies
- Brand engagement: leveraging employees as brand ambassadors

## USING MULTIPLE CHANNELS TO CONVEY THE CORPORATE BRAND

This presentation will discuss how to deliver corporate branding communications for a seamless, continuous brand experience across traditional and e-marketing campaigns.

- Integrating intranet, print, e-mail, video and face-to-face communications
- Making a brand-relevant connection to consumers
- Choosing the right message and medium for maximum impact
- Using media to increase awareness, comprehension and retention
- Measuring effectiveness in brand positioning tactics
- Advantages and disadvantages of media channels
- Focusing resources in a cost-effective manner

## LEVERAGING WEB 2.0 IN YOUR BRANDING STRATEGY

This session will examine what is being done by leading companies to capitalize on the power and capabilities of Web 2.0 and social media to enliven your corporate brand.

- Creating a dynamic and interactive web experience for customers
- Building online branding campaigns
- Using emerging PR tools
- Building a global community of brand enthusiasts
- Social networking and community building tools and technologies
- Techniques for enhancing brand relationships and corporate reputation
- Using interactive technology to provide a customizable experience
- Tactics for measuring the effectiveness of e-branding activities

## LIVE COURSE PROGRAM

### COMMUNICATING A GREEN STRATEGY TO ENHANCE YOUR CORPORATE BRAND

The success of your “going green” brand message hinges on it being communicated accurately and authentically. This session will focus on what it takes to reinforce your corporate brand’s position in terms of social responsibility and environmental consciousness in order to withstand close scrutiny by Canadian consumers and win their support.

- How green communications can enhance your brand
- Strategies to communicate to key internal and external stakeholders
- Transform skeptics into your biggest supporters
- Ensure executive buy-in and grassroots support
- Sustaining an ethical corporate brand
- Avoid common pitfalls and manage reputational risk
- Turning your brand into a way of life for “green” customers

### CONDUCTING A BRAND AUDIT

This presentation will take you through the steps of conducting a brand audit - evaluating your brand effectiveness, relevance and vitality and enabling sounder and more insightful decision making for branding sustainability.

- Understanding external and internal perceptions of the brand
- Practical tools for conducting market research
- Determining a brand’s current relevance to customers
- Corporate brand metrics: measuring the value and performance of your corporate brand initiatives
- Measuring shifts in brand perception within the entire population
- Interpreting acquired data and applying it to branding decisions
- Creating a checklist to help make the decision to re-brand

### COMMUNICATION STRATEGIES FOR A GLOBAL BRAND

How have the market leaders built their brands and grown them to have an international presence? This session will walk you through best practices for developing a communications strategy for a global brand.

- The benefits and risks of going global
- Incorporating room for flexibility and customization in different markets
- Ensuring consistent brand messages across markets
- Internal brand alignment in regional markets
- Establishing measures to collect feedback from the different markets
- Factors that can limit the success of becoming a global brand

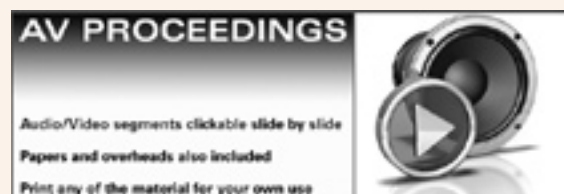
## WORKSHOP

### TO DEVELOP A SUCCESSFUL BRAND FROM THE INSIDE OUT

With tight budgets, throwing money at brand building with a logo and a catchy tag line is not an option. Successful branding is about proactively managing the customer experience, developing a sustainable customer promise and delivering on it. Attend this interactive workshop and you will leave with a sound, practical understanding of what it takes to build a brand from the bottom up and inside out. Specifically, you will learn how to:

- Wield the latest internal and external market research tools in brand building
- Develop a brand building strategy, incorporating both internal and external input
- Leverage your internal brand to proactively manage customer expectations
- Learn from relevant case studies
- Ensure your brand aligns with your corporate culture
- Measure the effectiveness of brand building efforts

## AV PROCEEDINGS CD



## MULTIMEDIA PRESENTATIONS (MP CD)

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

### DEVELOPING AN ONLINE BRAND IDENTITY

Vasil Klimko,  
*Bell Canada*  
Time: 37

### EVOLUTION OF A BRAND

Catherine Allman,  
*Canadian Cancer Society*  
Time: 49

### PANEL DISCUSSION: USING MULTIPLE CHANNELS TO CONVEY THE CORPORATE BRAND

Howard Oliver, *What If What Next™*;  
Vasil Klimko, *Bell Canada*;  
Barry Steinberg, *Ontario Real Estate Association*;  
Heath Applebaum, *The Cadillac Fairview Corporation Limited*;  
Mila Mironova, *Nokia Canada*  
Time: 21

### ALIGNING INTERNAL COMMUNICATIONS WITH BUSINESS OBJECTIVES

Hannah Brown,  
*Zurich Canada*  
Time: 60

### WORD-OF-MOUTH: EFFECTIVE BRANDING ON A BUDGET!

Jeremy Logan,  
*Canadian Scooter Corp*  
Time: 30

### WHY CORPORATE SOCIAL RESPONSIBILITY NOW MATTERS FOR YOUR BRAND: CURRENT CANADIAN CONSUMER INSIGHTS

Mary Charleson,  
*Charleson Communications*  
Time: 47

### CONTROLLING INTEREST: MEDIA RELATIONS AND YOUR BRAND

Kevin Press,  
*Sun Life Assurance Company of Canada*  
Time: 38

### CASE STUDY: INTEGRATED MARKETING COMMUNICATIONS AT BMO BANK OF MONTREAL

Kelly Harper,  
*BMO Bank of Montreal*  
Time: 24

### EXPERIENTIAL BRANDING: BEYOND BRAND FEATURES AND ATTRIBUTES

David Cliche,  
*AON Reed Stenhouse Canada*  
Time: 38

### RE-ENERGIZING YOUR BRAND IN THE FACE OF CHANGING MARKET CONDITIONS

Ailene MacDougall,  
*McDonald's Restaurants Canada Ltd.*  
Time: 70

### USING THE NEWS MEDIA TO EXTEND YOUR BRAND AWARENESS: A MOOSEHEAD BREWERIES CASE STUDY

Joel Levesque,  
*Moosehead Breweries*  
Time: 51

### MONITORING & MEASURING SOCIAL MEDIA

Alan Chumley,  
*Hill & Knowlton Canada*  
Time: 29

### EVALUATING EXTERNAL COMMUNICATIONS AND PUBLIC RELATIONS

Andrew Laing,  
*Cormex Research*  
Time: 25

### DEVELOPING AN EFFECTIVE COMMUNICATIONS STRATEGY

Nancy Coldham, Partner,  
*CG Management & Communication*  
Time: 60

### COMMUNICATIONS & REPUTATION MANAGEMENT

Tim Powers, VP,  
*Summa Communications*  
Time: 35

**Registration:** To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

**Location:** Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

**Cost:** The attendance fee for the course is \$1975 per person and covers attendance for one person and the lecturers' presentation material as well as the webinar and the multimedia presentations listed above. The fee further includes lunch on both days, morning coffee on both days and refreshments during all breaks. You may purchase a CD containing the edited AV Proceedings of the course and webinar.

**Time:** This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

**Cancellation:** Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to September 8, 2010. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

**Discounts:** Federated Press has special team discounts. Groups of 3 or more from the same organization receive a 10% discount. Groups of 7 or more from the same organization receive a 15% discount. No reduction in price if registration is received after date of webinar, but the AV Proceedings CD (with audio of webinars) will be included free.

Phone: 1-800-363-0722

Toronto: 416-665-6868

Fax: 416-665-7733

## TO REGISTER FOR CORPORATE BRAND COMMUNICATIONS

Name _____	
Title _____	Department _____
Approving Manager Name _____	
Approving Manager Title _____	
Organization _____	
Address _____	
City _____	Province _____ Postal Code _____
Telephone _____	Fax _____ e-mail _____
Please bill my credit card: _____	Expiration Date: _____
<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTER CARD	Signature: _____
Payment Enclosed: _____	<input type="checkbox"/> Please invoice. PO Number: _____

WHEN CALLING, PLEASE MENTION PRIORITY CODE:

**CBCT1009/E**

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Federated Press P.O. Box 4005, Station "A"  
Toronto, Ontario M5W 2Z8

## REGISTRATION COSTS

NUMBER OF PARTICIPANTS: \_\_\_\_\_

- ☐ COURSE (WEBINAR + MP CD INCLUDED): \$1975  
☐ COURSE + AV PROCEEDINGS: \$1975 + \$175 = \$2150  
☐ AV PROCEEDINGS: \$599  
☐ WEBINAR: \$499

NOTE: Please add 5% GST to all prices.

Proceedings CD-ROM will be available 60 days after the course takes place

Enclose your cheque payable to Federated Press in the amount of:

GST Reg. # R101755163

PBN#101755163PG0001

Payment must be received prior to September 14, 2010

For additional delegates please duplicate this form and follow the normal registration process