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NOVEMBER 14, 2006 - 14:00 ET

Media Advisory: The Brand Within

Internal branding is a critical driver of performance on the agendas of the C-suite set

Send the right message

TORONTO, ONTARIO--(CCNMatthews - Nov. 14, 2006) - Your people are critical to your success - and that's why leading companies are pushing employee connection to the brand to new levels through cutting-edge internal branding strategies that harness the power of your people to deliver on the all-important brand promise. Discover what leaders like Brand Matters, Starbucks, RBC, Amex and GE Mortgage Insurance are doing to harness the power of their people by signing up now for the AMA's (American Marketing Association) breakfast event on Thursday, November 23 to be held at the Verity club in Toronto.

In fact, a recent Wall Street Journal study identified internal branding as the biggest challenge in successful branding in corporate North America today. "Companies are becoming painfully aware that sending the right message to their employees is just as important as making a good impression with customers, vendors and investors," the Journal noted. This is why "aligning employee commitment with the brand promise" was found to be the key challenge amongst their brand leadership survey of 700 global CEOs.

Learn how to send the right branding message within your organization by attending this in-depth roundtable discussion led by Brand Matters with industry leaders. Attending this panel discussion, you will learn more about:

- Effective employee engagement strategies to delivering on your brand promise.
- Key challenges in branded leadership - and demonstrated solutions.
- Action plans to inspire employees to deliver world-class service.
- Innovative employee engagement processes.

Our panel of top-branding experts will be lead by Patricia McQuillan, president of Brand

Matters and includes:

- AMEX Canada Inc., David Barnes, Vice President Corporate Communications, Advertising & Sponsorship
- Starbucks Coffee Canada, Sheila Murray, Director of Brand and Category
- GE Mortgage Insurance, Genworth Financial Canada. Anita DiPaolo-Booth, Strategic Marketing Leader
- RBC, Jim Torrance, Director Global Brand Strategy

Event Details

Date: November 23, 2006

Time: 7.30 - 10.00 a.m. (roundtable begins at 8.00 a.m. sharp)

Location: The Toronto Room, Verity Club, 111-D Queen Street East, Toronto - Notes: Verity Club entrance is just east of Church and Queen St. E.), Toronto, Ontario.

Lead AMA Moderator

Patricia is the president and founder of Brand Matters, a leading brand consultancy (brandmatters.ca), which specializes in the development and implementation of winning brand and business strategies. Her practice includes a thriving niche in brand development. She is also a member of the AMA board and a Council member of the Canadian Marketing Association (CMA) Branding and Planning Council. Brand Matters was recently recognized by the City of Toronto as a Business Leader.

ABOUT THE AMERICAN MARKETING ASSOCIATION (AMA) TORONTO

AMA Toronto increases the impact and value of marketing in your business and connects you to Toronto marketing and business professionals through the world's largest marketing community -- The American Marketing Association (over 38,000 members). As part of a leading international professional association, AMA Toronto promotes marketing leadership and provides ongoing career development, networking and knowledge-sharing opportunities for senior and mid-level business professionals. Our core offering includes monthly events featuring expert panelists debating emerging trends, evolving practices, and new theories and networking opportunities among key professionals.

2006 marks the 60th Anniversary of AMA Toronto. We are honoring this milestone, with a yearlong calendar filled with provocative and diverse events designed to ensure we remain an integral part of the marketing industry by delivering value to the community.

AMA Toronto is also a founding partner in the Marketing Hall of Legends.

An initiative designed to honor the key role that prominent Canadians have played in the creation and development of significant business success stories.

CONTACT INFORMATION

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