



SP003261 Jeremy Woodhouse/courtesy of Getty Images

# Special Interest Group

Tuesday, July 21, 2009  
11:30 am - 1:15 pm

BRANDING 101 SERIES -  
Part 3: How to Manage and  
Track Your Brand

**Location:** AMS Pictures  
16986 N. Dallas Parkway, Dallas, TX 75248



**Speaker:** Bo Bothe and Jonathan Fisher, the founders of BrandExtract LLC, a strategic brand consulting firm with offices in Houston and Dallas

Even if your company's brand position and messaging is currently on target, how do you make sure it stays relevant to the marketplace – and how do you know whether or not your marketing efforts are having the desired impact? Unless properly managed, any brand can drift off message. Knowing what steps to take to keep that from happening can save a company in the long run.

Part 3 of our Branding 101 Series will cover the last steps in the branding process: managing and tracking a brand. We will discuss keeping a brand on track, and the best ways to make sure your messaging reaches the right audience – from traditional print to social media.

**Who Should Attend?** Marketing professionals of all experience levels and anyone responsible for the managing of a company's brand.

**Pre-registration:** \$20/members and \$30/guests

**At the door:** \$30/members and \$40/guests

Food provided by Paradise Bakery and Cafe

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