



Learn to craft a brand that's relevant for your customers. In this hands-on workshop you'll explore an effective path to better brand design — and powerful product positioning. **You'll get an overview of the techniques you can use to build brand pillars, personality and promise.** You'll leave knowing how to create a messaging framework that drives purchase decisions through emotional engagement and builds long term preference for your brand.

EXPOSITOR: **TREVOR STAFFORD**

# BRAND BUILDING FOR STARTUPS