

REFRESH YOUR BRAND PERSONA

ANSWER 3 KEY QUESTIONS

- 1 Has your brand become muddy and cluttered while your organization transformed?
- 2 Does your brand reflect what makes your firm unique?
- 3 Does your brand set you apart?

Rebranding is more than refreshing your logo

In this lively presentation, go behind the scenes to learn insider tips for defining and catapulting a new brand persona into the marketplace.

- **LEARN** how to build a persona that can be sustained through the next chapter of your organization.
- **DISCOVER** how your persona simplifies your business development, and creates a compelling story to reach your next 'BEST' client.



Laural Carr, CEO of Impagination Inc.

"I was looking for advice and clarity on my marketing niche. I wanted a tailor-made approach to market what makes my brand unique. My search ended when I met Laural." NH

Laural Carr is the CEO and award-winning, 30-year creative business development expert at her Toronto-based firm, Impagination Inc. She is passionate about working with smart, savvy businesses who want to boost results by increasing the three-R's: Revenue, Reputation and ROI.



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