



# Successfully branding your business

Using emotion to make your company stand out



Wednesday 16th June 2010

Every day we are assaulted by over 10,000 different marketing messages coming at us from posters, newspapers, radio, websites and word-of-mouth. We are constantly bombarded with a myriad of colours, themes, sounds and shapes all relating to different brands.

In this presentation James Hammond, the Brand Doctor, will reveal how you can clear a path through all of the 'noise' so that your company's brand is prominent and effective. By arguing that a brand is

a total customer experience retained in long term memory (i.e. emotional rather than rational) he will show the how some marketers limit the opportunities to present a powerful brand by focusing too much time and energy on 'brand cosmetics' - logos, colours, straplines and the like. These he maintains merely add to the 'noise'.

Throughout the evening you will benefit from information drawn from his international bestselling book 'Branding your Business' in which he explains that branding is about psychology, not technology. He will present the EPIC approach to you and explain how by using Emotion, Perception, Innovation and Communication you can turn bland into brand.



By attending this event you will gain an understanding of:

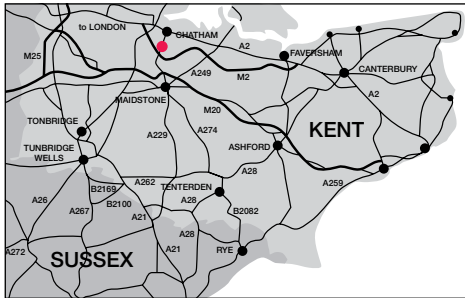
- How features and tangible benefits are 'old hat' and how emotional benefits are the key, because 'all brands are emotional'
- How perception drives emotion - and how the five senses play a unique part
- How to create 'Brand Reflections' to deliver the ultimate customer experience
- How the age of storytelling is now upon us and how to capitalise on it

So, book now to ensure that your company's messages don't fall victim to the brain's filtering process and are trashed in the first few milliseconds. Whether you are an experienced marketer, student or aspiring brand manager, you need to keep up with the changing world of brands.

This is your opportunity to understand first-hand what Rod Wilkes, CEO of The Chartered Institute of Marketing, has called 'an outstanding and intelligent guide to branding in the 21st century.'

#### About the speakers:

James Hammond. James has over 27 years of experience working in brand management and strategy, consulting for many blue chip organisations including Virgin, Honda, BT and EMI. He is an experienced speaker, conducting workshops and training programmes across the UK.



## Events Booking

#### Date

**Wednesday 16th June 2010**

#### Time

Registration	<b>19:00</b>
Event Begins	<b>19:30</b>
Event Finishes	<b>21:00</b>

#### Price

Student	<b>£17.50</b>	£20.00
Member	<b>£20.00</b>	£22.50
Studying Member	<b>£20.00</b>	£22.50
Non Member	<b>£22.50</b>	£25.00

Early bird price – valid until 04/06/10

#### Venue

**Bridgewood Manor Hotel**, Bridgewood Roundabout, Walderslade Woods, Chatham, Kent, ME5 9AX

#### How to find it

##### From the M2

Follow the signs for M20 and A229 then immediately follow signs for Chatham/Rochester A229. At the roundabout, take the exit signposted A2097 Borstal/Bridgewood. Travel down the hill to the Bridgewood roundabout and take the third exit, under the flyover. Bridgewood Manor is 50m on the left hand side.

##### From the M20

Exit the M20 at J6. Take the A229 towards Chatham. Follow signs for the A2097 Borstal/Bridgewood. Travel down to the Bridgewood roundabout and take the third exit, under the flyover. Bridgewood Manor is 50m along on the left hand side.

In order to reserve your place for this event, please visit and book online at: [www.cim.co.uk/events](http://www.cim.co.uk/events)  
Alternatively call the Events Team on **01628 427120**.