



PRESIDENTS FORUM AGENDA

Date: **Wednesday, November 10th, 2021**
Time: Noon to 3:00 pm
Location: **Kaleidoscope (www.thinkkaleidoscope.com)**
Zoom Meeting

A VISIT WITH KALEIDOSCOPE: A WORLD CLASS BRANDING COMPANY

As it becomes inherently clearer that the world as we know it is changing, our brands must continue to adapt and evolve.

You have a brand whether you market it or not. The market perceives your products and company based on perceptions. It is better if you control your brand, than letting the market dictate your brand.

This meeting will have you thinking differently about the power of branding, and the transformative potential of aligning your brand identity with the essence of the business you are actually in.

We will get into several well known and fascinating case studies of how effective branding can reinvigorate a company, sometimes after being in business for centuries.

Our speaker, who is as good as they get in branding and design, will lead our discussion.

Aspects of branding we will discuss include:

- What is the goal of branding?
- The ingredients of good design
- How can you use design to tell your brand's story while inspiring change in consumer behavior

-The pitfalls of category language

-How consumers respond to and shop the categories where your products live

-How to educate consumers through branding

-How do you measure the effectiveness and ROI of your branding efforts?

Come prepared with your questions regarding all things branding related.

Also, we will open this meeting up if you would like to invite other members of your executive team.

FUTURE MEETING DATES

December 8th
Inverness Golf Club

January 12th
TBD

February 9th
FONA Visit

