

# KEYNOTE PRESENTATION



## Building a Powerful Brand Presence *Standing Out in a Competitive Marketplace*

Building a powerful brand and message is not about what *you* think you do. It is about what *your clients* say you do for them and what you help them accomplish. It is about capturing what your clients say are your unique personal values and qualities and how you demonstrate those qualities throughout their interactions and relationship with you. A brand is not just about what you offer; it is about the outcomes you help create through your services and making those outcomes your distinct position in the marketplace. This thought-provoking presentation takes attendees through a discovery of their unique position in the marketplace and how to turn that discovery into an authentic, unique and powerful brand.

### *You Will Learn How to Create a Powerful Brand Presence by:*

- *Creating a vision that encompasses who you are and what you want to embody*
- *Uncovering what your clients feel is unique about you and your firm*
- *Building a brand that speaks from your clients' point of view, not just yours*
- *Rallying your team and clients around your brand*
- *Getting the right people to hear and see your message for brand traction*

Suggested Presentation Time: 60 to 90 minutes

