

# BRANDING

S M P S R E S E A R C H T R I A N G L E C H A P T E R

## HOW TO STAND OUT FROM THE HERD!

### WHEN

Tuesday, November 8, 2005

**What is a relationship brand?**

### WHERE

Cardinal Club  
150 Fayetteville Street Mall  
Raleigh, NC

**Why is it important to have a brand?**

**How does it work?**

### TIME

11:30am -12:00pm

Registration/Networking

**What are the benefits?**

12:00pm-1:30pm

Lunch/Program

**Why do left-brain managers resist marketing efforts?**

Join Nancy Johnson, President of Market Force as she defines branding and explores the benefits for your firm. She will provide examples of successful branding and explain how brand-building steps begin within the firm and then move outward into the marketplace. Learn how to improve your firm's visibility and brand your image in your client's mind!

### REGISTRATION DEADLINE

Friday, November 4, 2005

### PROGRAM SPONSOR

Ad Pro Printing & Promotional Products



*This program provides 1 AIA learning unit or PDH.*

**Name/Title:** \_\_\_\_\_

**Firm:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Guest Name:** \_\_\_\_\_

**SMPS Member \$35.00 each:** \_\_\_\_\_

**Non-SMPS Member \$55.00 each:** \_\_\_\_\_

**Student \$20.00 each:** \_\_\_\_\_

**Please send checks made payable to SMPS to:**

Lisa Wilson  
The Wooten Company  
120 North Boylan Avenue  
Raleigh, NC 27603

**Fax registration forms to:**

Lisa Wilson 919.834.3589

**Credit Card Payments are accepted at [www.acteva.com](http://www.acteva.com)**

Keyword Search:

SMPS November Program

*No Shows will be billed. PLEASE NOTE we can not accept cancellations after 11/4/05.*



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