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Insights On Brand Development From The Marketing Front

Wednesday, January 27, 2010

REGISTER NOW FOR THE 2010 “OPEN”

It's that time of year again. No we're not referring to another golf or tennis tournament but the Brand Development Network International OPEN for brand marketers. It's our popular and well-traveled Brand Positioning and Communications College training and development program.

This is the same program that BDNI has conducted for well over a dozen years, across a wide variety of sectors – throughout the world. It focuses on essential brand development processes including the Brand Positioning Statement, Communication Strategy and Campaign Ideas ... among others. It also features work and practice on providing feedback or “coaching” the agency to add-value to the creative product.

It will be conducted April 27-29 at the Intercontinental Hotel on the Country Club Plaza in Kansas City, Missouri. As the name implies, the OPEN is available to all marketers, from any company, wishing to attend. Historically, our OPEN programs draw participants from diverse industries and companies.

This is a unique opportunity for managers to participate: 1) from companies that do not have sufficient number of personnel to have a company specific program of their own; 2) who wish to check-out this program prior to having one customized for their company; 3) from those companies that have already had BDNI conduct programs for them but have additional personnel who have not previously attended; and 4) anyone who wants to enhance his/her competencies in brand building, positioning and communications.

Participants' of this program consistently rate it as “extremely useful.” This traces to the sharing of best practices, quality processes and productivity tools. Importantly, participants find the learning immediately applicable to building healthy brands.

This OPEN Brand Positioning & Communications College will be conducted at the Intercontinental Hotel in Kansas City, Missouri beginning on April 27 and extending through April 29. Special rates are available at the hotel to all participants **if booked through our Central Division Offices of BDNI**. We will be happy to assist you with that at 800-255-9831 (620-431-0780). Program costs are \$2,700.00 for the 3-days with an immediate discount of \$200.00 for early credit card payment. This fee includes all materials needed for the session, as well as breakfast and lunch each of the 3-days.

We offer only one OPEN Brand Positioning & Communications College each year. **Program availability is extremely limited** so if you are interested please register right away to ensure your participation. For more information please call Lori Vandervoort in our Central Division Offices, 800-255-9831 (620-431-0780) or email her at lorivan@bdn-intl.com.

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