

Developing a Strong Brand

A Kulbarsh Consulting Workshop

The **Developing a Strong Brand** workshop is designed to help companies take control of their branding strategy. Marketing Strategist David Kulbarsh brings 20 years of experience in creating leading brands to your marketing and/or executive team for an intensive half-day session that will address these questions:

- Why brand?
- What specific results can your company expect to achieve from strengthening your brand?
- What are the essential elements for achieving a strong brand?
- What are the strengths and weaknesses of your current brand?
- What process should be used in order to define a differentiated, credible and relevant brand?
- What specific branding activities must your company perform in order to create a world class brand?

“What is the single most important objective of the marketing process? We believe it is the process of branding. Marketing is building a brand in the mind of the prospect. If you can build a powerful brand, you will have a powerful marketing program. If you can’t, then all the advertising, fancy packaging, sales promotion, and public relations in the world won’t help you achieve your objective.”

Ries and Ries,
March, 1999

The **Developing a Strong Brand** workshop provides the opportunity to enhance your understanding of branding and how it drives every marketing activity and customer interaction your company undertakes. The workshop then translates that understanding into a systematic approach that can be employed immediately to turn your Branding Strategy into actionable results.

For More Information

To schedule a workshop for your organization, or to obtain more information, please contact David Kulbarsh, President of Kulbarsh Consulting, at 831-688-3592 or email kulbarsh@ix.netcom.com.

