

City of Union City

Presents

Small Business Seminar

"Branding Your Business"

Wednesday, July 25, 2007

12:00 pm – 1:30 pm

Location: East West Bank 2 Union Square, 3rd Floor Union City CA 94587

Think your brand is just your company logo? Well, think again. Your brand speaks for your company. It defines how your products and services are positioned in the marketplace, and helps your customers understand why your company is different from its competitors. Your employees identify with your brand, and adopt its values as their own as they represent your company.

Helen Kennedy will facilitate an interactive, hands-on session that steps through each of the steps associated with defining a strong brand platform for your company. At the end of the session, you will know exactly what you need to do to develop consistent application of your brand values within your company.

Speaker: Helen Kennedy is the founder and principal of Kennedy Consulting Services. With over 15 years of marketing experience ranging from planning through execution, Kennedy takes a strategic approach with client engagements and delivers excellent results. Kennedy's skills cross all marketing communications channels including the Internet, where she has produced award-winning websites.

Come and enjoy a free Lunch and grow your business to new levels.

**RSVP to Greg Abeyta, Economic Development
510-675-5396 or GregA@ci.union-city.ca.us.**



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