

You're invited to a one-day seminar to explore

The Power of Creative BRANDING

Worth \$170 billion*



Think Different.

Expect More. Pay Less.



Worth \$17 billion*

Worth \$29.6 billion*



Just Do It.

"The chance to make a memory is the essence of brand marketing..."

— Steve Jobs after co-founding Apple

This seminar is designed for business professionals to learn the basics of branding to grow a business. It will provide you with an introduction to the branding process in the context of design and branding problems. You will deconstruct both successful and unsuccessful branding campaigns. You will understand the basics of a brand, learn the process of creating a brand, and examine a variety of branding case studies. Together we will learn new concepts, new terminology and how a brand is created. Networking opportunities and lunch provided.

*2017 brand value and quote from Forbes. *Data from Brand Finance.

Saturday, April 21

9:00 a.m. – 4:00 p.m.

Bioscience Advancement Center,

1527 Prairie Drive, Worthington

\$95 (includes lunch & networking)

Seats are limited. Sign up today!



Our presenter is Eleanor Ruthenbeck, MBA candidate, CEO and founder of the Ruthenbeck Agency — a local hybrid advertising, branding and communication agency. Her work is lauded by her peers and has earned international awards from New York, Australia, Singapore, and Canada. In addition, she has over 20 years of experience in creating successful integrated marketing campaigns for clients, big and small, among them: Canon, Converse, Sheraton Hotels and Resorts, Toyota, and Volkswagen. Learn more about Ruthenbeck at: ruthenbeckagency.com

To register call 507.376.6105 or online at isd518.net/enrichment

