

# 2018 BLOCH EXECUTIVE SERIES

## Brand is Everything:

### *How to Develop, Execute, and Live Up to Your Most Valuable Asset*

Thursday, April 26 | 9AM – 4PM

#### What You Will Learn

A brand divided against itself cannot stand.

Why is Apple Apple? Why is Coke Coke? How do Volkswagen, Jack in the Box, GM, Tylenol, and countless other brands survive when they face seemingly insurmountable product recalls? Why are some people willing to go to the mat over which coffee company is best? Why do we pick Titleist golf balls over Callaway? Why does one remodeling company thrive, when those who offer the same or better service and prices struggle?

What do Trump and Obama agree on so strongly that it changed history?

Branding is not a logo, it's not a website, it's not a tagline. Branding is the sum total of every experience a customer has with you and it leaves either a stinky residue or a magnetic attraction to your business. If you choose to be deliberate about how you form this important asset, you will have an advantage over your competition. Period.

#### Key Topics

- Targeting audiences
- Fulfilling core desires
- The role your brand plays in the life of your customers
- Creating compelling truths that drive action
- Using creativity as a breakthrough tactic
- What focus groups can and CAN'T tell you
- How to incorporate your brand into your actions
- How to identify inconsistencies in your message and how to fix them

#### Who Should Attend

Anyone who feels like they are on the verge of growth. Anyone who is starting out. Anyone who is curious about how to make their customer experience more memorable. Anyone who wants to make money on their big idea. Anyone who is frustrated that their current state feels more like a rut than a Launchpad. Anyone.

#### About the Instructor



**Brett Posten** is a principal at Highline Partners, a launch agency focusing on geobranding for real estate developments, architectural firms, and re-developments, located in Kansas City. Brett is fluent in every marketing tactic you can imagine: graphic design, web & interactive, 3D rendering & animation, video, PR & advertising, email & social, brand activations, public affairs, outdoor, crazy, and guerilla. Previously, Brett was a creative at McCann Erickson in New York, working on campaigns for Sam Adams, Motorola, Sprint, MasterCard, and Glenfiddich Scotch. Brett returned to Kansas City

because, while the coasts are fun, Kansas City is just better! He received his BA in American Studies/English from the University of Virginia.

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at the UNIVERSITY OF MISSOURI-KANSAS CITY