



NOVEMBER 2019 DINNER MEETING

Creating a Memorable Brand: 3 Essentials You Need

Speaker: **Gwenne Wilcox**

What exactly is a brand?

It's not a logo.

It's not an identity.

And it's not a product.

It's the feelings associated with an experience of your product or services. This month, you'll learn how you can establish an authentic brand differentiation using brandality, brandography and brandthropology. This will be a fun and in-depth introduction to the process of brand positioning from brand "purpose" to brand "promise."

Key takeaways:

- Identifying your natural "personal" brand traits
- Defining your brand purpose
- Aligning your personal voice with your brand voice
- Identifying brand tones and how to adjust to reach specific audiences
- Positioning your personal brand with your product and services
- Finding out what's in a logo

Gwenne Wilcox began working with branding pioneers on Madison Avenue in New York City and, later, at award-winning firms in San Francisco, Los Angeles and Seattle. Her expertise in developing go-to-market strategies helped luxury brands such as American Express, DeBeers, and Stuart Weitzman increase their market share and brand loyalty, resulting in millions of dollars in transactions, while gaining national and international recognition. Since 2013, Gwenne is the CEO and Chief "Brandthropologist" at Brand Magic Marketing.

Gwenne recently launched Rock Paper Scissors Advantage, a dynamic profiling program she originated to leverage successful communication and collaborative partnerships in the workplace and interpersonal relationships.



When Thursday, November 14, 2019

5:30 Networking
6:00 Dinner and Introductions
7:00 Program
8:00 Meeting Ends

Where Rogue Regency Inn
2300 Biddle Road, Medford

Cost Member - \$ 26* Non-member - \$ 31*

Menu Regular entrée – House Roasted Sliced Turkey

Vegetarian option – Cheese Puff Pastry

Also includes: Poached Pear Salad w/Gorgonzola, Candies Walnuts & Poppyseed Dressing, Garlic Mashed Potatoes, Garlic Green Beans, Rolls with Butter, Coffee (regular and decaf), Tea (hot and iced)

Dessert: Lemon Cheesecake

*Get a \$3 discount for registering and paying online at wesoweb.org!

Prepay online or call Brenda Walleman at 541-622-2186. (Also mention food allergies or other questions about registration.) Please submit your reservation request by 9:00 pm on November 11th. Reservations made after this cut-off date cannot be guaranteed. To receive a refund, cancellations must be received by November 11th.

Visit wesoweb.org to make online reservations.