

About the conference package:

Culture + Brand: A New Reality

Communication lives at the intersection of culture and brand. What you say and how you say it matter just as much as who you say it to and how they perceive it. Finding a synergy between communicating facts, aligning your brand with your messaging, and giving a voice to everyone in your audience is difficult. This package will arm you with the tools you need to take action including case studies that will empower you to powerfully and purposefully champion your brand and culture.

SESSION INCLUSIONS

Shh...The values economy is here



Alan Williams, Founder and Director, SERVICEBRAND GLOBAL Ltd

Many experts today talk about the Experience Economy and Customer Experience as being the most current, progressive and enlightened business strategy. Yet the Experience Economy phrase was first used in 1998, more than twenty years ago..... in the last century. People no longer make decisions on a purely rational, financial basis but increasingly on a deeper, emotional level. Take the growth of Fair Trade where customers are choosing to pay a price premium because they believe in the way the product has arrived on the shelf. Similarly, research shows that younger generations are choosing which organisation to work for based on purpose and values rather than salary. I refer to this paradigm as the Values Economy which has already arrived: in business, politics and socially. Add to the mix that, in our super-connected and increasingly transparent world, the truth gets out fast. News and opinions are communicated to millions in a heartbeat. There is no hiding place and authenticity is fast becoming the new knock-out winner. I am well-placed to comment on how organisations can thrive and flourish in the Values Economy because I am an operator at heart who has led successful values-driven organisations in practice, a published author of books about values and help to lead various values-driven movements and initiatives: Global Values Alliance, the Values Pledge, World Values Day and UK Values Alliance. My written work (books and articles) has been published to critical acclaim and I receive positive reviews when speaking at conferences internationally.

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How to Bring the Power of Agility to your Brand Positioning



Natasha Davis, Chief Branding Strategist, Impact Branding

Branding done correctly enhances the performance and efficiency of your company. Experience the greatest moment when you realize that you have not unleashed your most powerful asset. Natasha will help you discover unique and strategic techniques for improving and retaining profitable visual branding, auditory branding and emotional branding to bring the power of agility to your brand positioning.

Key Takeaways for attendees?

- 1) Attendees will learn how to develop strategic growth plans for Revenue and Profits
- 2) Attendees will learn how to develop quantifiable KPQ's and KPI's for daily operations
- 3) Attendees will learn how to identify and eliminate money leaks in their financial department driving greater performance
- 4) Attendees will learn how to develop products that sell themselves within 24 hours using the rapid Lead to Close strategy
- 5) Attendees will learn how to position, apply and profit from the Brand First Principle™

Creating a Content Marketing Strategy that Serves Your Community and Your Brand



Andrew Hanelly, Partner, Revmade

Smart brands have always known that the best way to sell to a community is to serve it. And while that was true in times of calm, it's especially true in times of crisis, as people seek trusted, credible, expert information to guide decisions large and small. In this session, we share a framework for how brands can package their expertise into relevant editorial that resonates with the communities they serve, while serving their own brand's goals and business objectives. In this session, we'll focus on: How to develop, define and stake your editorial presence How to package your expertise into content franchises How your content franchises can serve brand/business objectives

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Shifting Towards Together: Creating Innovative & Inclusive Company Cultures



Mallory Whitfield, Owner, Malaprop LLC

"#Areyouready to shift your perspective on what it means to be an innovative company in the 21st century? Companies that are inclusive and diverse are more innovative, more profitable, and have improved employee retention rates. In this session, participants will learn: The common thread between both innovative and inclusive company cultures A brief history of deliberate creativity techniques, including design thinking and the creative problem solving process Tools and techniques to spur more innovation, foster better collaboration, and strengthen communication within your organization."

People, Purpose, and PR.: Building Brands from the Inside Out



Robyn Hannah, Senior Director of Global Communications, Dynamic Signal

Purpose and profit have become inextricably linked. Strong brands are focused on people, anchored in purpose, and driven by values. Today this requires an integrated, holistic communication strategy that builds trust, empowers people, and engages audiences from your employees and customers to the communities they call home. This session will cover: A 5-step framework to protect and strengthen your brand from the inside out; How internal and external communication teams can work together for maximum impact; Why messaging and actions must be aligned across every touch point, internally and externally; Creating powerful partners in building the brand sentiment needed for success in today's market

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Futureproofing Your Organization in an Evolving World



DeAnna Bennett, Managing Director, Deloitte Consulting LLP

In today's world of disruption, organizations are continually transforming. The benefits of transformation are often not fully realized and are rarely sustained. To adapt to changing conditions, organizations must strategically pivot to take advantage of the rapidly developing opportunities around them. Although business leaders today understand disruption intuitively and its impact to their business, customer base, key metrics, and growth, there is a new challenge coming to light: Disruption is no longer an interruption to the pattern, but the pattern itself—a consistent, ongoing reality. How can you best prepare to face this new paradigm? By shifting to a sustaining performance approach that assumes continuous disruption, you will be able to operate with more speed and agility to stay ahead of and even define changing skill, resource, and ecosystem needs.

This session challenges participants to shift their mind-set from maintaining outcomes to evolving capabilities with a new approach to solve for challenges of the future:

1. **Sense:** Understand where you are and where you need to be to anticipate and drive disruption
2. **Lead:** Invest in adaptive leadership and new enterprise capabilities that challenge the status quo
3. **Extend:** Explore the art of the possible to innovate and maximize long-term value through strategic partnerships. These concepts will be presented and discussed using an interactive case scenario as seen through the eyes of a Communications Business Leader.