

How Company Branding Impacts Purchase Decisions



JOIN US!

Tuesday, May 30th, 2017

Check-in & Networking:
8:30AM—9:30AM
(Bring plenty of business cards!)

Workshop: 9:30AM -11:30AM

Innovation Research Park I
4111 Monarch Way, Suite 106
Norfolk, Virginia 23508

REGISTRATION:

<https://www.eventbrite.com/e/how-company-branding-impacts-purchase-decisions-tickets-34427043213>

CHANDLER TURNER,
BRAND CONSULTANT, LARIS MEDIA

This participative seminar will not be a lecture. Instead, we will cover some basic information that is often poorly understood within the branding and marketing world, discuss some pros and cons, and talk about how these things impact you in your business. Lack of this basic understanding leads to poor communication of ideas, lousy marketing, and sales that don't meet expectations. We will open with a 2-minute video, define a few often ambiguous terms, and open a discussion on how these things impact your business.

Chandler Turner, your seminar leader and ODU Graduate, has been in sales and marketing for over 40 years, with the most of the last ten years coming in the digital marketing space. In short, he spent 9 years as a national manufacturer's representative for Scott Paper Company, got lured away into the mortgage industry, made a couple of more stops, and ended up finding space in the digital world as a user experience and brand position consultant. Most of his time is spent writing persuasive content for websites for clients all across the country .

FOR MORE INFO, CONTACT:

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