

## Strong Brand. Strong Business

Thursday, October 12, 11:30am at TechPlace

### In this free one-hour workshop, you'll learn:

What makes a strong brand and why branding is important to business success.

A step-by-step approach for developing a memorable and effective brand.

How to use the Branding Compass tool to get started on your branding.

### Emily Brackett will lead this interactive workshop.



Emily is president of Visible Logic an award-winning branding firm in Portland that helps complicated brands clarify and communicate their message through graphics and words. She is also the founder of Branding Compass and recently completed MCED's Top Gun program where she was a pitch finalist. Branding Compass is a DIY online tool that helps small business owners get started with their brand by automatically generating a unique value proposition and creative brief.

Use the code  
**TECHPLACE10**  
to save \$10 on your  
Branding Compass  
license!

[BrandingCompass.com](http://BrandingCompass.com)

*P.S. Curious to learn more from someone  
who's tried Branding Compass?  
See Chris MacKenzie of STARC systems.*

