

Webinar on

Redefine and Elevate Your Brand!

Date : April 03, 2020

Learning Objectives

- What has changed in brand marketing and how you must change*
- How to inform, educate, and keep your clients engaged*
- How to command top-dollar for your products and services*



In every industry, we know that well-conceived, well-marketed, and well-executed brands win, but rising to this status is not easy.

PRESENTED BY:

André Taylor advises top brands around the world, on being the best, and has done so, for more than two decades. As a founder of Taylor Insight Worldwide, André shares thought-provoking, high-impact ideas on a business distinction, preferred client development, and growth, and has garnered a stellar reputation among premier, luxury, and bespoke brands. His Luxury Lifestyle Advisor certification program, attracts entrepreneurs, executives, and sales and marketing professionals in the luxury sector, around the globe.

Date : April 03, 2020

Time : 01 : 00 PM EST

Duration : 60 Minutes

Price: \$149

Webinar Description

In every industry, we know that well-conceived, well-marketed, and well-executed brands win, but rising to this status is not easy. With an explosion of brands in most industries, multi-channels to engage and service clients, and low barriers to entry in many markets, aided by advanced technology, brand relevance is not easy. Without a strong brand, particularly from those aiming at the top of the market, business growth is not achievable. What do superior brands know that you can learn from? Find out during this session.



Who Should Attend ?

CEOs

CMOs

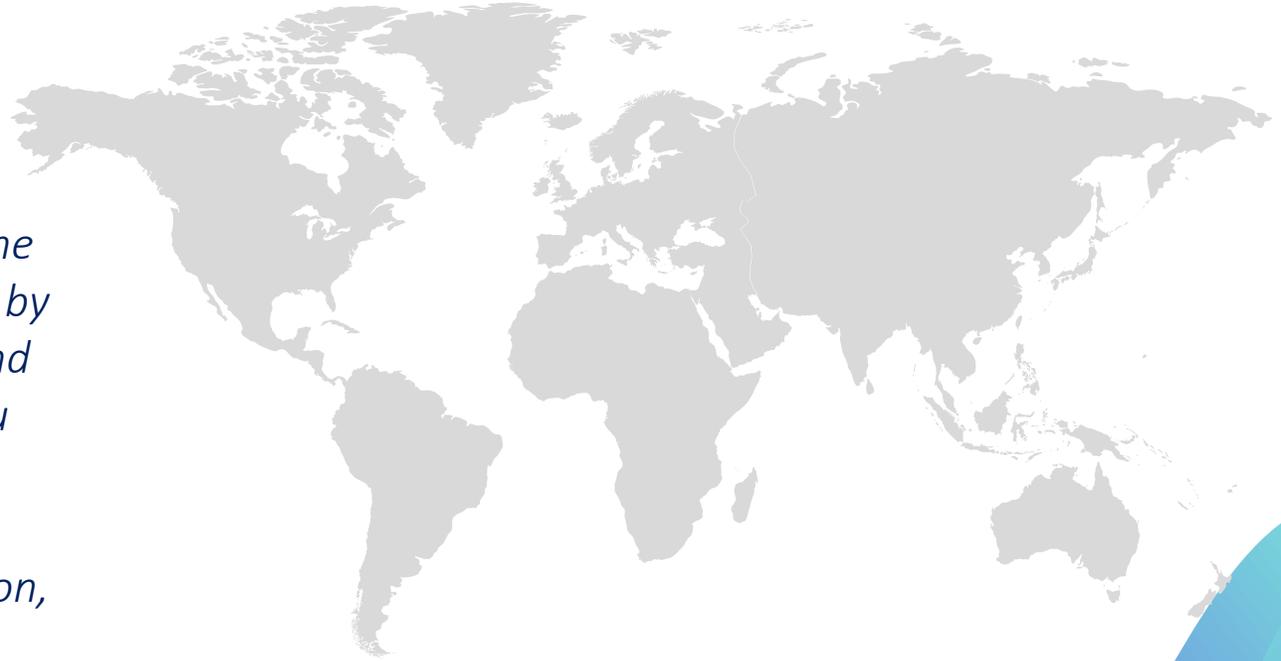
Entrepreneurs

Brand Managers



Why Should You Attend ?

Our business landscape is moving and changing faster than ever before. You can be a top-level brand and a top performer in your category at the beginning of the year, and find your luster faded by yearend, upended by fast-moving, innovative, and creative competitors. The question is how do you maintain your relevance while redefining your brand? And how do you accomplish this while aiming for best-in-class status? During this session, André Taylor, author, and advisor to top brands around the world shares strategies for leaders focused on maintaining premier-level stature in a world of complexity and uncertainty.



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www.grceducators.com
support@grceducators.com
740 870 0321