



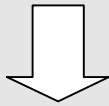
The Cleveland

# Independent Practitioners Group

"Communications in Action"

March 2006

Wednesday  
March 8, 2006  
11:45 a.m.



**"Personal Branding:  
How Service Businesses  
Can Create an Emotional  
Connection with Clients  
and Their Markets"**

Mitchell's  
Fish Market  
at  
Eton Place  
Chagrin Boulevard

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RSVP by  
February 28, 2006

to

[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

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*The communications/ public  
relations professionals  
of the  
Independent Practitioners  
Group (IPG) meets monthly.*

## Personal Branding: Creating an emotional connection with clients and their markets

"Mark x 2" describes our March 8 speakers -- Mark Nead and Mark Zust of Nead Brand Partners.

### **Branding isn't just a pretty face**

Branding is a corporate buzzword and the darling of business gurus all over the glob.

But what is a brand? It's not just a fancy logo that puts a face on your company.

### **So what is it?**

A brand is the sum total of the all of a company's actions -- at every relevant point of contact -- and how those actions make customers and prospects feel about the company.

Very importantly, your brand is *not* what you say it is. It's what other people say about your company after you've left the room. So why are brands so forgettable?

### **These guys are experts!**

Lucky for us, we've engaged the services of Mark and Mark to tell us what we can do to strengthen our own brand and those of our service-based clients.

Both Marks have plenty of branding experience, so they know wherefore they speak.

Mark Zust has 25+ years of experience in strategic branding. He created and implemented comprehensive branding systems for an international Fortune 500 company and developed more than 150 corporate identity programs for a wide range of industrial, retail and service companies.

Mark Nead has more than a decade of experience in graphic design and brand development. He has designed award-winning identity systems, brand development platforms, print collateral, product packaging and product packaging for national companies all over the United States.

### **Not to be missed!**

Don't miss this outstanding presentation. Mark your calendar now!

April meeting  
Date and topic TBA