

workshop:

# Develop a Brand Toolbox for Better Brand Alignment



praise for denise:

*"a stimulating and enriching learning experience... excellent and generous interactions"*

*"a ton of best practices that we can implement right away"*

*"hands down, the best presentation I took in the entire conference"*

*"obvious passion for the topic and impressive depth of subject mastery"*

If you want to deliver brilliant customer experiences, your stakeholders must be aligned with each other and with your brand.

In this hands-on workshop, Denise Lee Yohn will outline in detail how to develop a brand toolbox -- a rich, comprehensive resource for achieving alignment among employees, agencies, channel partners and company leaders. You will learn:

- why companies need brand toolboxes
- what content to include in a brand toolbox
- best practices from a full range of success stories
- the process for developing a brand toolbox

Practical and instructive, this session will equip you to achieve better brand alignment.

**Key takeaways:**

- ✓ **rationale** for developing a brand toolbox
- ✓ **an assessment** of your stakeholders and their needs
- ✓ **how to create** an effective brand toolbox
- ✓ **a checklist** of content for your brand toolbox

90 minute workshop includes exercises, discussion, and Q&A

Denise Lee Yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner.

**at the podium:**

*selected prior engagements:*

Consumer Electronics Show  
The Conference Board  
Intersil Corporation  
American Marketing Association  
High Tech Marketing Association  
BD (Becton, Dickinson and Company)  
Institute for International Research  
Cornell University

**published by:**

*selected publications:*

American Management Association  
Marketing Management  
Advertising Age's CMO Strategy  
BusinessWeek Business Exchange  
Nation's Restaurant News  
CMO Council's Marketing Magnified  
MediaPost  
Chain Store Age

**quoted by:**

Wall Street Journal, IT World,  
Restaurant Business, BBC, CPG Matters

**author of:**

**brand as business bites™**  
([www.deniseleeyohn.com/bites/best-bites](http://www.deniseleeyohn.com/bites/best-bites)),  
voted one of the **Top 20 Marketing Blogs that Marketing Executives Actually Read**  
**Brand New Perspectives**  
QSR Magazine column

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