

BRR Media Release – 10 May 2007

Building Brands that Pay

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Building Brands that Pay:

NATIONWIDE SEMINARS THIS MONTH IN YOUR CITY

22, 23, 24 MAY 2007

WELLINGTON, AUCKLAND, CHRISTCHURCH

The idea that the prosperity of your business is irrevocably tied to your brand is generally well understood by New Zealand businesses. But getting optimum financial reward for your branding efforts is another matter entirely.

Beyond the creativity and plaudits, brands require commercial pragmatism to realise their true potential. A deft blend of left and right brain thinking that generates a healthy return on brand investment.

While there's no shortage of books with clever theories about getting the most from your brand, there's really no substitute for experience. Hence the reason why five respected business operators and influencers have come together for a nationwide series of half day workshops to show how brands can lift business earnings.

- Our leading business commentator Rod Oram will offer astute observations about the way the business world is turning and an exciting array of new business opportunities.
- Icebreaker's Jeremy Moon will show how a strongly differentiated brand strategy, good design and astute target marketing have taken his merino clothing brand to heady new heights.
- Brand strategist Brian Richards will show how to transform business earnings through a distinctive brand positioning, a supportive culture and a unique, well-articulated story.
- Andrew Hamilton, CEO of The Icehouse, will share his insights into accelerating growth and profitability for our small to medium enterprises.
- NZTE's Julian Moore will provide practical steps to help businesses identify and realise valuable export opportunities.

Limited seats for these very cost-effective seminars in Wellington (22 May), Auckland (23 May) and Christchurch (24 May) can be made by contacting each city's Chamber of Commerce. For contact details and more information, visit:

http://www.brrltd.com/downloads/bbtp_seminars.pdf

Costs: Chamber, Sponsorship Partners, NZICA Members and Invited Guests: \$249 plus GST.

Non Member price: \$349 plus GST.