

# 2009 Marketing Roundtable

## MARCH 10: THE POWER OF POSITIONING AND BRANDING

5:00 pm - Registration/Networking, 5:40 - 7:00 pm - Program

### Position to win.

**Moderator:** **Jim Hume**

Principal, Phire Branding Company

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Jim is Principal of Phire Branding Company, a marketing communications strategy, design and interactive firm specializing in creating strong and memorable brands that resonate in the marketplace. Phire has helped countless organizations find their voice and apply it throughout their marketing materials, then helping them create efficient and effective communications strategies to help their brands spread like wildfire. Jim is dedicated to creating and developing unique and distinctive brand positioning as well as leading the Phire creative team in brand development and execution. Jim has been the winner of several dozen local, regional and national industry awards and has presented at universities as well as several marketing industry events.

**Panelists:** **Sheri Teodoru**

CEO, CFI Group

**Jeff Steiner**

President and CEO, New North

**Dan Gilmartin**

Executive Director, Michigan Municipal League

### Program Description

Creating a strong position and lasting brand presence does not happen by accident. Jim and the panelists will take you through the methods and exercises necessary to find your unique and compelling position in the marketplace, and how to build a strong brand that best reflects the position. Using a combination of research, soul-searching, market testing, and beyond, a great brand is born. Every company of every size can benefit from going through the very same rigorous work that large companies require in order to build lasting, sustainable results. The panelists range from the service side to the client side, and will share their unique experiences and successful results.

### Who Should Attend

Business owners and managers, marketing and communications staff, current and potential entrepreneurs, and anyone interested in taking their company to the next level.

### Location & Registration

SPARK Central, 330 E Liberty, Lower Level, Ann Arbor, MI 48104

Register at [www.AnnArborUSA.org](http://www.AnnArborUSA.org) or call 734.761.9317.



SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.

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