

Brand like a
BOSS

IT'S
TIME!

BUILD YOUR 2019 BRAND PLAN

Have you started planning for 2019 yet? It's right around the corner. St. Pete College's Workforce Institute along with Danielle Vona, Founder of The Marketing Posse, are excited to announce the Brand Like a Boss Workshop Series starting with "Building a Branded Business Plan." Develop your branded business plan in one day. Whew!

WHAT YOU'LL GET DONE

- **Brand Positioning Draft** (Target, Competitive Frame, Pyramid and Guardrails)
- **Annual Plan One Pager** (Objectives, Strategies, Tactics, Measurement, Key Enablers)

Brand Like a Boss Bonus

- **Planning Tools** (Persona Template, Idea Template, Initiative Planning Template)
- **Accountability Call** (Post session call for questions and input on action plans)
- **Certificate** (Creative Business Plan credentials)

CLICK TO REGISTER

Seats are limited, so don't wait to sign up! To register and get more information visit: www.themarketingposse.com/traininganddevelopment



About Danielle Vona

Danielle has worked for some of the largest and most respected brands in the world. Prior to starting The Marketing Posse, she spent over 10 years at **PepsiCo** before joining **Sonic Drive-In** as their CMO and then **Bloomin' Brands** as CMO for **Carrabba's**. See more about Danielle at www.Linkedin/in/daniellevona/

1-DAY WORKSHOP

OCT. 12, 2018

8:30am - 3:30pm

Lunch Included

SIGN UP TODAY!

“The sessions were engaging, interactive, and inclusive; and the output was immediately actionable. She has a unique talent to synthesize data into a cohesive and differentiated brand platform through a collaborative process!”
-George Spowart - PODS, former CMO

THE MARKETING POSSE
First Ask Why. Then Ask Why Not.

SPC St. Petersburg College
WORKFORCE INSTITUTE