



# Reimagine & Improve Your Brand Marketing from Awareness to Association

*(60-minute webinar – available live or on-demand)*

**Tuesday, February 1, 2022**

9:00 AM Hawaiian	11:00 AM Alaskan
12:00 PM Pacific	1:00 PM Mountain
2:00 PM Central	3:00 PM Eastern

[Register Here](#)

To get where you want to go, you must first know where you stand. Learn to evaluate brand impact and awareness across your entire agency and how to design improvements.

## **AFTER THIS WEBINAR YOU'LL BE ABLE TO:**

- Conduct a local brand and community reputation audit
- Effectively maneuver your organization up the brand resonance pyramid
- Generate advertising, sales, and community presentations with words and stories that “stick” with your audience
- Provide clear and compelling messages about your organization’s value and ensure your team delivers on them
- Create positive change internally that boosts morale and improves the organization’s reputation

## **WEBINAR DETAILS**

Evaluating where your agency stands is the first step to creating brand marketing that that boosts your organization’s reputation both locally and nationally. Learn how to assemble a leadership team in a creative, safe space to honestly assess the reality of getting your brand recognized. This informative session will provide the crucial tools needed for auditing and re-imagining your brand. Participants will learn how to move away from basic awareness and wasteful mass marketing campaigns to genuine community buy-in, advocacy, and positive associations that drive revenue.

## **THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:**

- Hospice
- Home Health
- Home Care
- Palliative Care

## WHO SHOULD ATTEND?

This informative session is suited for administrators, human resources personnel, and marketing staff. It will also benefit all employees because they reflect your brand in the community.

## TAKE-AWAY TOOLKIT

- Reading resource links
- PDF of slides and speaker's contact info for follow-up questions
- Attendance certificate provided, however there are no pre-approved CEs associated with this webinar

**NOTE:** All materials are subject to copyright. Transmission, retransmission, or republishing of any webinar to other institutions or those not employed by your agency is prohibited. Print materials may be copied for eligible participants only.

## MEET THE PRESENTER

### Brad Brewer, LegacyKept

Brad Brewer is the President & CEO of LegacyKept, a social enterprise dedicated to strengthening family relationships and preserving life stories as keepsake books. After serving for over fifteen years as a leader in higher education and national foundations, Brad now leads LegacyKept in national partnership development and educational programs. He is also an author, speaker, and performing songwriter. Brad holds a bachelor's degree in Communication Studies and Leadership from Christopher Newport University and an M.B.A. from William and Mary.

## THREE REGISTRATION OPTIONS – WHAT YOU GET

### 1. Live Webinar Includes

- Unlimited connections to the Live Webinar for your agency
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Presenter's contact info for follow-up

### 2. On-Demand Webinar Includes

- Recording of the Live Webinar
- Can be viewed anytime 24/7, beginning 2 business days after the Live Webinar
- Handout and take-away toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your agency
- Presenter's contact info for follow-up

**3.** Purchase the **BOTH Option** to receive all the benefits listed above! Full registration descriptions can be found [here](#).

If you need help with anything, please drop us an email at [support@eewebinarnetwork.com](mailto:support@eewebinarnetwork.com) or call 406.442.2585.