



Internal Branding and Internal Marketing: *Strategic Integration for Market Leadership*

Houston, TX, November 13

Spotlight Session

MarketingPower.com/InternalMKT • 800.AMA.1150

AMA Member: \$825 Non-Member: \$1,120

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Take-aways

- Tools and techniques best suited for leveraging your brand and employees
- Best practices for integrating internal branding and internal marketing strategies to drive competitive advantage
- Techniques for mapping your brand experience and conducting internal audits to maximize effectiveness

In today's economy, marketers' ability to work more effectively with what they currently have can make the difference between surviving and thriving. Marketers need to leverage employees and customers to extend brand impact, drive business results and improve loyalty.

Through hands-on lessons delivered by leading industry experts, you will learn how to effectively integrate and leverage internal branding and marketing to improve short-term and long-term success of your organization. Leading industry experts will equip you with strategies and tactics for converting your most valuable assets—employees and customers—into brand warriors. Further, you will delve deep into proven approaches for taking internal branding efforts to the next level and leveraging internal marketing techniques to ensure full strategic organizational alignment.

Sybil F. Stershic, President, Quality Service Marketing

Ms. Stershic is a marketing and organizational advisor with more than 30 years of experience helping service-based organizations strengthen relationships with customers and employees. She is the author of the recently released book on internal marketing, *Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care*, published by WME Books. She writes a business blog on internal marketing and communications and is a contributor to HRGuru.com.

Debra Semans, Senior Vice President, Polaris Marketing Research, Inc.

Ms. Semans is a veteran marketing researcher and nationally recognized expert on brand positioning and strategy. She has overall responsibility for Polaris' client relationships and project satisfaction, as well as building strategic alliances for project support services. Her publishing credits include articles in *Financial Services Marketing*, *Marketing Management*, *Marketing News* and on marketingpower.com.



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Program

Overview: Understanding the Differences Between Internal Branding and Internal Marketing Your Brand: So What, Why Should We Care?

- Why brands are important, the total make-up of a brand,
- Tips about how to communicate with non-marketers about the brand

The Critical Factor: Brand Experience

- Explore how different businesses with different situations deliver a brand experience

Hands-On Exercise: Delving Deep into What Your Customers Actually Experience

- Using a simple Brand Experience Mapping tool, look at the delivery of a common consumer experience
- Apply the tool to your situation, identify brand experience improvements and enhancements you can make to improve brand loyalty

Hands-On Audit: How Much Internal Marketing Do You Need?

Plus Foundational Elements of Internal Marketing

- Complete a mini-audit to better assess the level of internal marketing needed in your organization
- Outline and discuss the three basic elements underlying an effective internal marketing strategy

Relationship-Based Internal Marketing Tools for Employee Customer Engagement

- Practical internal marketing tools and tactics to strengthen employee-customer care and build a positive service culture
- Examine examples and best practices drawn from a variety of industries and different-size companies

Avoiding Common Pitfalls: Lessons Learned in Applying Internal Branding and Marketing

- Important tips on what works and what doesn't when implementing internal branding and internal marketing initiatives

Q&A and Review