



Back by Popular Demand! Now a Webinar

**Thursday November 3, 2011
Noon to 1:00 p.m.**

**Brand Positioning: How Branding Helps Your Company to Grow & Thrive
Abe Novick, AbeBuzz**

We heard your plea for this to be a Webinar so all will have a chance to hear this informative program. Abe hits it home on the importance of branding from the very creation of your company.

See why now, more than ever, whether a product or an organization, in order to survive in a sea of rivals, where getting an audience's attention is harder and harder due to an always on world of e-mail, cell phones, text messages and "friend" updates, it's critical to carve out a brand position. A brand is much more than a logo. Discover cases where it's even important than the actual product. Learn how having a brand plan can help your company grow and thrive. Yes, branding does affect your bottom line.

Here's what you will learn:

- What's Your Point of Difference?
- How do I build a brand plan
- How can branding add value to my bottom line?
- What's unique about my story and why should anyone care?

About our speaker:

Abe Novick, President and Owner of AbeBuzz, spent over twenty years in corporate public relations and new business development at major advertising agencies, including Euro RSCG (global), Eisner Communications (regional) and several mid-size shops on Madison Avenue. He's a regular columnist with *The Baltimore Jewish Times* and *The Baltimore Business Journal* where he frequently writes about the intersection of pop culture and marketing trends and has been a commentator on *NPR*, reporting on both politics and media. Abe's also shared his knowledge and experience in marketing, branding and pop culture by writing for news outlets including; *The Financial Times*, *The Christian Science Monitor*, *The Boston Globe*, *The Jerusalem Post*, *The Philadelphia Inquirer*, *The Washington Times*, *The San Francisco Chronicle*, *The Hartford Courant*, *The Baltimore Sun*, *Adweek*, *Mediaweek* & *Brandweek*. His website is www.abebuzz.com.

Date: Thursday November 3, 2011

Time: Noon to 1:00 p.m.

Registration: [Click here to register](#)
Deadline for registration is October 31

Conference call information will be emailed to registrants a few days before the webinar.