



# How PR Can and Should Take the Lead in Branding

In today's marketplace, customer loyalty is tenuous at best. That is why building and sustaining a strong brand that resonates with your key audiences is a must. However, there's often a lack of clarity about what branding really is and who should 'own' the branding effort.

Learn from one of the region's most notable branding experts, **David Warschawski, CEO and founder of Warschawski**, how strategic planning, public relations, and branding work hand-in-hand. You'll leave with:

- An understanding of the fundamentals of how great branding works
- Knowing how public relations can and should take the lead in the effort
- Numerous conceptual and tactical tips to help you earn a more dominant position at the strategic table

Warschawski is ranked as the #1 small agency in the U.S. by the *Holmes Report* and has won more than 150 industry awards for its work over the past eight years. The agency is highly regarded for its brand-centric approach to marketing communications and recently unveiled its proprietary branding approach, BrandMaPR (*brand-map-er*).

Whether you're new to the branding world and need to gain new skills, looking to strengthen your clients' branding efforts or responsible for branding your own organization—you can't miss this informational, insightful program.

- DATE:** Thursday, April 26, 2007  
**TIME:** 8 a.m. Registration/Continental Breakfast; 8:30 a.m. - 10 a.m. Program  
**PLACE:** JHU Downtown Center, 10 N. Charles Street, Baltimore, MD 21201—Room 102  
**PARKING:** Parking is available on the street and at area lots.  
**REGISTER:** 1. Register online at [www.prsamd.org](http://www.prsamd.org).  
 2. Mail this form, with a check made out to PRSA Maryland, to:  
**PRSA MD, c/o Mariner Management, PO Box 1046, Laurel, MD 20725-1046**  
 3. Fax this form to **1-866-868-7772**.  
**QUESTIONS?** Call PRSA Maryland at 1-866-868-7772.

**REGISTRATION IS EASY! GO TO WWW.PRSAMD.ORG TO REGISTER ONLINE.**

**Register by APRIL 20 and SAVE!**

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**Cancellation Policy:**

1. Prepayment is required for the early-bird rate and to process your registration. If you plan to pay by check, we will hold your reservation with a credit card. A charge will run if a check is not received by the start of the program.
2. Cancellations received by 5 p.m. on 4/20 will receive a refund. No-shows or cancellations received after 5 p.m. on 4/20 are responsible for full payment and will be charged.