



# Building your Brand and Your Business Through Marketing, Branding & Public Relations

*Learn the critical elements of a successful brand. How to create a comprehensive marketing plan, build a pr toolkit, how to properly tell your story and the role of social media like Twitter & Facebook in building your business.*

**Monday September 20, 2010**

**8:30 am – 5:30 pm**

**Delta Toronto Airport West 5444 Dixie Road, Mississauga, On**

*Event starts at 8:30 with Networking Breakfast, session presenters, Networking Luncheon with Awards presentation, session presenters and winding up by 5:30 with the close of Silent Auction and Networking Reception.*

## **Agenda**

**8:00 – 9:00 Registration**

**8:30 – 9:30 Continental Breakfast & Networking with Sponsors & LSC Board of Directors**

**9:30 – 10:30 Jennifer Hough – The Vital You**

Jennifer Hough is a gifted intuitive and teacher of the art of awakening. She truly walks her talk. She has transformed her own life from years of financial struggles and chronic migraines, to one of abundance and unlimited vitality. Her clients will tell you, she is brilliant - a true bundle of joy, inspiration and a life changing agent.

**10:30 – 10:45 Break**

**10:45 – 11:45 Meredith Fuller – Quarry Integrated Communications**

The “a-ha moment” when a unique, relevant and sustainable brand promise comes to light has motivated Meredith throughout her career as a senior brand builder and marcomm strategist. Whether working with clients from fields as diverse as high tech, agriculture, publishing, health-care and not-for-profit, Meredith thrives on collaborating with these organizations to devise and deliver meaningful customer experiences, whatever the tactic or medium. She brings more than 15 years of know-how to her leadership role at Quarry, and thoroughly enjoys building brand strategy and multi-touch point marketing-communications campaigns for Quarry clients.

## **Agenda Con't**

### **11:45 - 12:45 Diana Bishop – Cilla Productions Inc.**

Diana Bishop is currently president of CILLA PRODUCTIONS INC. and creator of The Success Story Program, which helps business owners create and communicate the story of their success in order to get more clients, make more money and grow their business.

### **12:45 - 2:00 Lunch, Award Presentations, Networking and Silent Auction**

### **2:00 - 3:00 Dan Skeen, Sun Life Financial**

Dan is a Senior Marketing Consultant at Sun Life Financial specializing in internet marketing, search engine marketing, search engine optimization, social media optimization, content management, content production & e-business consulting. Dan's presentation will focus on a holistic approach to social media marketing that builds beautiful results.

### **3:00 - 3:15 Break, Silent Auction**

### **3:15 4:15 Debra Locker – Locker Public Relations**

Presented by 16-yr communications expert Debra Locker, this session will engage you in creating stellar Public Relations programs with three simple ingredients: Relationships, Pitches and Perseverance. From the do's to the no-no's and answers to questions you have been afraid to ask, Debra will help you build a framework for a successful PR program.

Debra is the President of Locker PR, an award-winning boutique firm. She specializes in representing skin care, wellness, spa, eco and luxury lifestyle companies.

### **4:15 - 5:30 Networking Reception**

### **4:30 Silent Auction Closes**



# Leading Spas of Canada

## Regional Event Attendance

### Pricing

	Individual	Group Discount*
Member Price	\$75.00	\$65.00
Non-Member Price	\$125.00	\$100.00

\*Discount Applies to each registration after the initial registrant

Pricing is subject to GST/HST

### Company Information

Company Name	_____	Phone	_____
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### Payment Information

Payment due immediately to ensure registration spot. Fax or email form to 1-877-423-1799 or [dawn@leadingspasofcanada.com](mailto:dawn@leadingspasofcanada.com) Mail to Box 157 Sooke, BC V9Z 0P7 Toll Free Telephone: 1-800-704-6393

	Individual	Group Discount
Member	<input type="checkbox"/> \$75.00	<input type="checkbox"/> \$65.00 x
Non Member	<input type="checkbox"/> \$125.00	<input type="checkbox"/> \$100.00 x
Subtotal	_____	_____
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