



Tuesday • October 25, 2011 • 12 Noon
Capriccio Restaurant • Resorts Casino Hotel
Atlantic City, NJ 08401

Branding and Re-Branding: What You Need to Know



We live in a world of brands. From the cars we drive, to the businesses we frequent, and even the food we buy, we are brand conscious consumers. But as marketers, it can be challenging to differentiate ourselves, our products, and our businesses among all of the competing brands.

Our October panel of experts will reveal the best brand strategies, how to re-brand a business and how to take your brand image to the next level. We'll hear from:

Courtney Birmingham, Resorts Casino Hotel
on the successful Boardwalk Empire-style rebranding program

Mike Hauke, Tony Boloney's Pizza
on innovative marketing and branding for the independent business

Susan Adelizzi-Schmidt, Suasion Communications Group
on award-winning branding PR campaigns & strategies

- **\$30** for members with reservation
 - **\$35** for members without reservation
 - **\$35** for non-members w/reservation
 - **\$40** for non-members w/o reservation
 - *(All No-Shows will be billed)*
- PayPal and credit cards accepted**

Deadline for registration is 12 noon: **Friday, October 21, 2011**

Reply to: stephaniecarr@abseconlighthouse.org

For additional information,
go to the PR Council Web site: www.prcouncilofac.org

Public Relations Council of Greater Atlantic City

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