



*“A brand is just your company,  
seen through the eyes of others.”*

*~Arlene Dickinson, Dragon’s Den venture capitalist*

## **What impression is your brand making with customers? ~ A branding workshop**

### **About the Workshop**

The goal of most small business owners is to make a comfortable living by doing what they have a passion for. Countless hours are spent, often by several members of the family, building the business, and sourcing and creating products they can be proud to offer their customers. However, all things equal, what is it that makes one operation good but another great? It has a lot to do with consumer perception, which, unfortunately, rarely makes it into the business plan. It simply doesn’t matter if you have the best product in the province if no one ever tries it due to a neutral, or worse, negative, perception of your operation or product. Branding is about getting to know your customers, and making the connection with positive images, words, and actions.

This interactive workshop will cover the basics of branding, what it is, why it’s important, and the steps to consider when you are creating, or recreating one.

### **Presented by**

- Cara Epp, Cara Epp Marketing Communications
- Heather Nahatchewitz, OIMP Marketing & Communications Director

### **Benefits of Attending**

- Understand logo design and usage
- Uncover your unique value proposition (what makes you different)
- Develop and maintain your positive ‘reputation’ in the marketplace
- Learn what resources are available to you through the OIMP including social media support, design services, and one-on-one consultation

### **Date & Location**

Wednesday, January 18, 2012  
1:00 pm - 4:00 pm  
OIMP Office, 7660 Mill Road, Guelph

### **Who Should Attend**

Small business owners/managers

### **Workshop Attendance**

**Registration is required as space is limited.**

OIMP Business Members can attend for fee of \$75 and non members can attend for \$125.

**To register you must complete and return the enclosed registration form by  
Wednesday, January 11, 2012**



Ontario Independent Meat Processors (OIMP)  
7660 Mill Road, RR 4 Guelph, ON N1H 6J1  
T: (519) 763-4558 F: (519) 763-4164  
www.oimp.ca \* info@oimp.ca

# WORKSHOP REGISTRATION FORM

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Wednesday, January 18, 2012

1:00pm to 4:00pm

OIMP Office, 7660 Mill Road, Guelph

Space is limited so **you must** register in advance.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ON Postal Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Name of Registrant	Email Address
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

REGISTRATION FEES	# Registered	Fee per Person		TOTAL
Registrations <b>will not</b> be processed without payment. Registration deadline is <b>January 11, 2012</b>		Member	<b>\$75.00</b>	
		Non-Member	<b>\$125.00</b>	
		(HST 121262919)	<b>13% HST</b>	
			<b>TOTAL DUE</b>	

## PAYMENT INFORMATION

### Ontario Independent Meat Processors

7660 Mill Road, RR 4, Guelph, ON N1H 6J1

Tel: (519) 763-4558 Fax: (519) 763-4164 Email: [info@oimp.ca](mailto:info@oimp.ca)

Cheque Enclosed      **Cheque #:** \_\_\_\_\_

VISA     MasterCard      **Exp Date:** \_\_\_\_\_

Card #: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**REGISTRATION POLICY:** A confirmation will be sent once registration and payment have been processed. **Refunds will not be granted; however, substitutions will be accepted.**  
**Privacy Policy:** Information collected on this form is used for registration and marketing purposes for the OIMP. If you wish to be removed from our contact list, simply contact us by phone (519) 763-4558 or email [info@oimp.ca](mailto:info@oimp.ca) and we will gladly accommodate your request.



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