

JOIN US!

Thursday, September 24

The Pacific Club
11:30am. – 12:00pm.
Registration and Networking

12:00pm. – 1:30pm.
Lunch and Program: A logo is not a Brand

Early Bird Registration:

Members: \$32
Guests: \$35
By Midnight Sept 18

After September 18:

Sponsored Guests: \$38
Other Guests: \$43

Reservations Deadline: September 22

RSVP: Reservations@PWNHawaii.org
Or call 808.553.4800

Please inquire about meal selections when making reservations.



Logo. Brand.

What is the difference and why is it important?

It's very common but also can be very costly to mistake a logo with a brand.



Dilbert® by Scott Adams

Whether you are an entrepreneur and own your own company or work for a business or nonprofit organization, this presentation will give you practical and tangible tools to improve your brand's impact in the marketplace.

- Learn about the distinction between a logo and a brand and how it can make a huge difference for your business success.
- Find out how branding "best practices" can enable your business to thrive in any economy.

WavenDean Fernandes

Principal, Mana Brand Marketing

Wavendean Fernandes has over 25 years experience with brand creation, design, and marketing and his former client list includes many Fortune 500 companies. You will find him a fun and engaging presenter who provides a wealth of information. Here are a few Hawaii brands that his company, Mana Brand Marketing, has developed:



Mana

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