



SAMPLE WORKSHOP AGENDA

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| 9:00am | Zero In On The Brand's Mission <ul style="list-style-type: none">— Recognize who inspires us— Explore core values— Create mission statement— Develop a brand filter |
| 10:30am | Unearth The Soul Of The Brand <ul style="list-style-type: none">— List key benefits— Craft brand description— Arrive at theme/governing thought |
| 12:00pm | Identify The Target Audience (Working Lunch) <ul style="list-style-type: none">— Who is our target audience?— What promises can we make to them?— What is it we want them to say about us? |
| 1:00pm | What Makes Us Different? <ul style="list-style-type: none">— Look at the competitive landscape— What can we do differently?— What is our unique point-of-view? |

- 2:00pm What's Standing In The Way?
- Identify principle barriers
 - Strategize how to remove obstacles
- 2:30pm Define The Look, Feel,
And Personality
- Make an attitude list; what are we and what are we not
 - What is the visual vibe?
 - What is our voice?
- 3:30pm Attract and Build The Audience
- What can we do on-air, in print and outdoor?
 - What can we do online?
 - Who can we partner with to get the word out?
- 4:30pm Adjourn