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### The Vibe

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# How Do Brands Create 'The Vibe'?

An interesting and accessible take on branding from a leading Australian thinker and author

## The organisations that survive and thrive in any market condition are those that are able to create and cultivate a strong brand.

Managers behind ventures large and small can give their brand, company, service or product a vibe – a positive feeling that talks with people rather than at them.

Through a simple and straightforward approach, Gary will help you to understand the marketing process and develop the thinking necessary to enable you to create the right look, feel, message and vibe for your brand.

In this presentation, **Gary Bertwistle**, Australia's leading keynote speaker on the thinking behind marketing and brand, will unlock the secrets that allow organisations to elevate their brands to a greater success and ultimately greater profits.

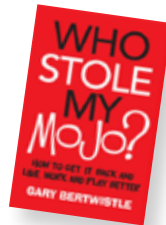
According to Bertwistle, published author and thought leader on the subject, marketing, branding, communication or whatever term you choose to give it is the vibe of your business... It's all of these elements wrapped into one. His presentation will cover:

- How marketing and brand really works.
- Useful and practical tips and tools on how to elevate your brand above the pack
- How to stand out from the marketing clutter in order to build true loyalty with your customer or client base
- How to maximise the value of your brand for less

This breakfast session is intended for small to medium sized business executives, leaders of organisations of any size in any industry or category, brand or marketing managers and anyone looking to start their own business.

### Bertwistle Best-seller Who Stole My Mojo?

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**\$22.95**



Purchase your copy of *Who Stole My Mojo?* from [www.managementbooks.com.au](http://www.managementbooks.com.au) or on the day from AIM's bookshop.

### Speaker Profile Gary Bertwistle



Gary is Australia's new pioneer in thinking. As a best selling author Gary has published four books – *The Keys to Creativity*, *Who Stole My Mojo?*, *What Made You Think of That?* and *The Vibe*.

Gary is a keynote speaker whose topics include the thinking behind creativity, innovation, marketing, brand and performance. In 2002 he opened Australia's first ever creative thinking venue at Fox Studios in Sydney called the Ideas Vault, which is used by some of the countries biggest corporations for creative thinking, meetings, seminars and training sessions.

He has won the TEC Speaker of the Year Award in both 2007 and 2008 and is renowned for his simple and easy going style, passion and drive in helping people to think differently about their life, family, business and Mojo.

**Date**  
Friday 23 April 2010

**Time**  
7.15am for 7.30am – 9.00am

**Venue**  
AIM Management House  
Cnr Boundary & Rosa Sts  
Spring Hill Qld

**Cost**  
AIM Members **\$55.00**  
Non-members **\$66.00**

**RSVP**  
Wednesday 21 April 2010

**AIM Member**  
 Personal  
 Corporate  
 Non Member

Name \_\_\_\_\_

Organisation \_\_\_\_\_

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Guests \_\_\_\_\_ (please list overleaf)

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## Guest 1

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