

# Connecting the Dots: Branding, Marketing & Sales

## ABOUT THIS CLASS

Learn the difference between branding and marketing and how they work together to drive customer engagement and sales. This day-long seminar, which is part of the Construction U Emerging Leader program, will explore where your brand comes from and the steps to create a marketing plan designed to generate new business while strengthening relationships with existing customers. Participants will leave with a plan outline and ideas they can implement right away.

## THIS CLASS WILL COVER

- Marketing 101
- Understanding Various Marketing Methods
- Brand/Messaging Focus
- Planning Essentials
- Everyone's Role in Marketing/Sales
- Planning Workshop

## 3 OPTIONS TO REGISTER

### 1. Call ABC at

800-236-2224 or  
608-244-5883

### 2. Register online [here](#).

### 3. Mail/fax a copy of this registration form with payment to ABC of Wis., 5330 Wall St., Madison, WI 53718 or fax to 608-244-2401

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Company: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_ VISA \_\_\_ MasterCard \_\_\_ AMEX \_\_\_ Discover

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## DETAILS

**Date:** Tuesday, April 23, 2019

**Time:** 8:00 am to 3:30 pm

**Location:** ABC of Wisconsin Training Center  
5330 Wall Street, Madison WI 53718

**Presenter:** Jessica Drexler, VP Business  
Expansion & Brand Experience  
[www.FreshinUp.com](http://www.FreshinUp.com)

**Cost:** \$239 per ABC member participant

**Second class added  
due to popular demand!**

Attendee Names(S): \_\_\_\_\_

*Preregistration is required. CANCELLATION DEADLINE IS 72 HOURS PRIOR TO CLASS. \*\*NO REFUND FOR NO SHOWS. \*\* Substitutions are allowed. Please contact our office at 800-236-2224 ASAP if you are not able to attend or if you have special access needs, require other accommodations which allow your full participation in this event or need directions.*

**5410-99/6410-99**

