

April 10 2014

Corporate Identity Crisis: Is It Time to Revisit Your Brand?

Organizers

Alicia A. Sutton, Executive VP, US HealthConnect, Inc.

Presenter

Pava Cohen, Sage Communications, LLC

Presentation Overview

In the life of a company, there are events that trigger the re-evaluation of company branding. Have you experienced a shift in your market or changed your offerings? Are you considering a merger, acquisition, or sale? Does your branding match your company's objectives?

In this session, we will discuss how to step back and evaluate your brand objectively to determine whether it is furthering your cause or holding you back. We will review the following branding elements:

- Brand Audit
- Competitive Analysis
- Messaging
- Visual Identity

Please come prepared to ask questions and/or bring samples of your corporate branding to fuel the discussion. Feel free to bring in another company's marketing that you admire/dislike too.

About Our Presenter

Pava Cohen | Sage Communications, LLC

Pava Cohen leads new business development initiatives for Sage Communications. Sage is an integrated marketing consultancy offering branding, design, events, advertising, public relations and interactive services. Para leverages 25 years of marketing expertise on behalf of Sage's clients to recommend sound solutions for their strategic growth objectives and challenges.

Pava's marketing expertise includes working with companies focused on the public sector, associations and non-profits, financial services, technology, and consulting services firms. She has led a variety of integrated campaigns and programs in naming, branding, online, print, Web 2.0 and social networking, advertising, direct marketing, tradeshow and sales outreach.

Date | Time | Location

THURSDAY
April 10, 2014

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,
please contact
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President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
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Bring A Guest!

www.CXOForum.com

Volunteer For A Committee

April 10 2014

At Sage, Pava heads the government practice with major contract vehicles and active programs at U.S. Department of Veterans Affairs, U.S. Department of Agriculture and the General Services Administration. Over the course of her career, she has won and led client engagements for such successful, well-known corporate brands as: AOL, Booz Allen Hamilton, Bank of America, Citibank, Microsoft Government Solutions, SAIC, Eastman Chemical, and GE. She has also developed and deployed attendee and exhibitor marketing strategies for some of the top associations in the country including: National Association of Home Builders, Packaging Machinery Manufacturers International, and Food Marketing Institute.

About Sage Communications

Sage is an integrated marketing consultancy offering branding, design, events, advertising, public relations and interactive services. Established in 2004, Sage comprises 50+ talented professionals in all of the communication disciplines required for delivering fully integrated communication programs.

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May 1, 2014

CXO Forum Spring Social

May 8, 2014

Preparing Your Company for Sale: What Do You Really Need to Do?

June 12, 2014

M&A: Valuation & Due Diligence -- Getting the Right Answers

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