

Branding for Success

Thursday, October 3, 2019
Toronto, Ontario

Central Ontario Regional Council Meeting **Branding for Success** Thursday, October 3, 2019

This special presentation will focus on the importance of developing your brand reputation and how managing social media platforms can provide the tools to achieve your desired outcomes.

Location:

Homewood Suites & Hampton by Hilton
Meeting Room - Toronto "B"
5515 Eglinton Avenue West
Toronto, Ontario
M9C 5K5

Time:

7:30 a.m.-10 a.m.

Agenda:

7:30 a.m. Registration and breakfast
8 a.m. Featured presentation

Cost:

Members: Free
Non-members: \$20 (plus tax)

Registration:

Visit "Upcoming Events" at www.canasa.org
Pre-registration required. Deadline for registration is Monday, September 30, 2019. **All payments must be made prior to the event. Refunds will only be granted up to two weeks prior to the event.**

For more information:

Rishad Alam, Meeting and Event Planner
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Thank you to our sponsors:



Guest Speakers



Suresh Parmachand

Suresh Parmachand, Director of Global Marketing, CSA Group will present his insights into brand and reputation as a source of value including how your brand can become your organization's sustainable competitive advantage.

With over 20 years of experience working some of the world's largest brands including GE, Wal-Mart, ICI, and Holcim, Suresh lives and breathes strategy and marketing striving to be a customer advocate in all that he does.



Dennis Markessinis

Dennis Markessinis, CEO/Co-founder of Netfolie Solutions Inc. will discuss digital and technology advances that are quickly replacing traditional customer touchpoints and how this will impact your brand.

Dennis has been supporting entrepreneurs for over a decade in website development and digital marketing. He has a firm grasp on managing social media platforms and stresses the importance of building an online presence focused on winning results.