

AAHP Educational Seminar

Presented in a Convenient 2.5 hour Web Session:

December 7th at 1 pm EDT (10 am PDT)

Best Branding Practices

How to make your product stand out in a crowd

For selling products, services and your company's image

- The Homeopathic market place is estimated to reach \$1 billion in sales in 2011!
- Annual growth has been estimated at between 3 and 5%.
- Branding your company, products and services to differentiate you from the crowd while accelerating your growth is now more important than ever.

In this Seminar you will learn.....

- The latest information on what drives consumer trends and what consumers are saying about homeopathic products.
- Defining and differentiating your brand - what is branding, how to define your brand and the art of standing out from the crowd.
- Creating clear, consistent AND motivating brand messages across all customer touch points from consumer promotions to retail outlets to websites and media. Expert advice from a homeopathic marketer who expanded a brand's sales and marketing reach while expanding the product line.
- The emerging 'New Media' opportunities of the internet and social networking in brand and image building and management.
- How to build a brand on any budget.

Who Should Attend...

- Owners, CEOs and management responsible for brand and company mission, image, sales and growth
- Marketing managers and staff responsible for advertising, media and message
- Designers and marketers responsible for product image, package design and labeling
- Manufacturers and service suppliers to the homeopathic industry for how to promote your services to the industry and maximize your company's image and message

SPEAKERS/TOPICS:

Bob McNabb, Business Director for Natural Marketing Institute. NMI is an international strategic think tank, specializing in health, wellness, and sustainability since 1990 with full-service market research resources. NMI's annual, syndicated consumer database allows them to keep their finger on the pulse of consumer trends. Bob will be speaking about homeopathic medicines' household penetration, perceived effectiveness, perceived safety, and the usage (increased/decreased/stayed the same) of homeopathic medicines.

Cynthia Batterman is the Principal at Essex Consulting. Cynthia is a senior marketing executive and general manager with a strong track record of transforming and building businesses in both private and publicly traded companies. Previously as President of Nelsons she is credited with the development of a pipeline of new products, winning 5 "best new product of the year" awards, and generating record levels of sales and profits for Nelsons. With an additional 15+ years of experience in Fortune 500 companies as well, so is skilled at developing "big company strategies" on "small company budgets." Cynthia is a Board member on the AAHP, is past Chair of the Education Committee, and is currently Chair of the Publicity Committee. Cynthia will be speaking about brand positioning strategies ... what Branding is, how to create one, and why it is important to a company's long-term strategy and growth.

Chip Weinstein, President of Brand Digital, will be speaking on New Media and Digital Connection Marketing... the science of crafting two way interactions online that inject meaning, interest and emotion into a brand experience. He will be speaking about defining and discovering target audiences, understanding needs, decisions and behaviors and how to create, inspire and shape messages and connections. Brand Digital's client base include many well-known pharmaceutical companies such as Novartis, Merck and Roche, as well as Kellogg's, Sears, St. Jude's Hospital, and Budweiser.

Danielle Conte, creative energizer, insights wizard and super strategist at Vertical Marketing Network, LLC will be speaking on how to translate your brand into consumer marketing campaigns which are full of market insights and bright and bold ideas ... while driving sales and strong returns on investments. Danielle works to create new marketing approaches, opportunities and innovation that lead the way to meeting and exceeding business and sales objectives. Vertical's. Client list include ConAgra Foods, Unilever, Warner Bros., Abbot Medical Optics, Mead, Del Monte, and GE Capital.

Register Now to promote your company and your products!

COST: AAHP Member get a \$200 discount using Discount Code from AAHP Office

Live Webinar: \$395 non-members

Live Webinar + Streaming Archive: \$495 non-members

Streaming Archive Only: \$395 non-members

CD-Rom (Win) Archive Only: \$425 non-members

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Quick, simple and secure **registration** for this seminar can be done thru the Seminar page of the AAHP website (www.homeopathicpharmacy.org/education/seminars.php), or directly by going to the following URL:

<http://aahp.peachnewmedia.com/store/seminar/seminar.php?seminar=9683>

Registrations can also be made by phone, mail or fax. Download the necessary form by going to the above URL and click on *Offline Registration Form* on the left.

For more information regarding the seminar, call Mary Beth Watkins (1-801-334-1832), or Eric Foxman (1-503-654-1204) or email: eric-foxman@clear.net