



IWFCI- Business Forum

Find out about:

1. Why branding should ALWAYS drive your business AND convert to profitability
2. The risk and pitfalls of international branding
3. Traditional branding vs guerrilla branding
4. Why branding your business as "Cheap" is usually wrong
5. Myth busting re social networking and other forms of marketing

SUMPTUOUS TWO

COURSE MEAL

Come ready to network with business cards and display your goods and services

"Branding for International Business" Speaker

Claire Hudson
RN, RPN, MEI
Founder CEO



Claire Hudson an international entrepreneur with a number of successful start ups under her belt, grown from zero to multimillion dollar businesses.

Her businesses won tenders over much larger and slicker competitors, with margins 100 times higher than her competition. Giant British companies were so keen to build killer brands they offered Claire the right to immediately sack liaison staff if she was not happy with their performance

Date: Wednesday 30th June 2010
Venue: RACV Club
Level 1, Private Dining Room 501 Bourke St, Melbourne
Time: Register 12.00 – 12.30pm start - 2.00pm Finish
Costs: IWFCI Members - \$55.00 Non-Members - \$70.00

IWFCI BUSINESS FORUM – Claire Hudson

RSVP 23/6/2010

Name: _____ Position: _____

Company: _____

Address: _____ Postcode: _____

Telephone _____ Email _____

Please reserve _____ Seats. _____ Fee enclosed: \$ _____

PAYMENT DETAILS

Cheque *Make cheques payable to "IWFCI"* Visa Mastercard AMEX

Card Number: _____ Expiry Date _____ Signature: _____