



# Igniting the fire within.

**How employee passion can help your brand soar.  
The Davidson 'Meeting of the Minds' Breakfast Series. Winter 09.**

If ever there was a topic to fire up any marketing conversation, this is it; how do you keep a brand flying high? Getting a brand to take off is a daunting task by itself, but keeping the momentum going is perhaps even more of a challenge. High flying brands instinctively know that igniting internal passion for the brand and getting everyone on board is the ultimate key to long term success. However, merely blowing a lot of hot air is not an option. Turning employees into brand champions takes commitment and dedication, and the path needs to be continually mapped and communicated.

Join Michael Edwardson, corporate and consumer psychologist and principal of Psychologica® as we ask what does it take to create this culture and raise your brand to new heights? Michael will provide insight into the psychology behind branding that creates impact and change within your business, how branding affects culture, motivating and empowering employees to become the ultimate brand champions.

#### Key Insights:

- The brand as a call to action – can the brand be lived internally?
- The role of the brand champion – who will lead the way?
- Mapping the brand journey – reaching the destination or getting lost along the way.
- Managing organisational emotions – pride and prejudice.
- The branded customer experience – creating brand ambassadors.
- Maintaining momentum – avoiding the 3 year itch.

#### Who should attend?

This presentation is ideal for brand and marketing managers, human resources managers, customer service managers, customer experience managers and innovation leaders within companies. It is especially useful for managers, executives and board members who regularly interact with marketing and human relations functions.

Date: Wednesday September 2, 2009.  
Time: 7.45am registration.  
8.00am – 9.30am Presentation.  
Venue: The Deck, at The Prince.  
2 Acland Street, St Kilda.  
RSVP: August 26, 2009  
tammy@davidsonbranding.com

Book now. Tickets are limited.

#### About the Speaker



Michael Edwardson reads brands from the inside out. As a registered psychologist, practising market researcher and Managing Director of corporate and consumer consultancy, Psychologica®, Michael was the first to present and publish on the topic of consumer emotions in Australia in 1997.

At the forefront of thought leadership in consumer psychology, consumer insight, the customer experience and emotions in business in Australia, Michael has set the agenda for a new way of thinking. He continues to be sought out for expert commentary on consumer psychology by media including recently the BBC and the Financial Review.

In 2003, he was honoured with an "Outstanding Research Award" for his co-authorship of the Society of Consumer Affairs Professionals (SOCAP) Consumer Emotions Study.

Michael has been published, appeared or been cited in over 120 articles, journals and interviews as well as regularly presenting at conferences, including chairing all first three of the hugely influential UK based "Consumer Insight" conferences held in Australia. Michael provides a unique opportunity to gain invaluable insights into understanding your brand from the inside out and converting your staff into the ultimate brand champions.