



# Building Your Brand

Establishing a Professional Image—for Upper Management Principals, AP's, Coordinators

Building your own Brand and Image may sound like escapees from the business boardroom, but more and more schools are being held accountable for their public image and the ramifications that stem from that. A strong management level with congruent, aligned goals and directions is one of the most powerful forces that can drive your school, but without an image to enhance and guide that direction, you are going nowhere. 'Building Your Brand' will take your team on a step-by-step journey from novice to professional player within a few hours. It is packed with information that will be invaluable to your own career development and the branding of the school.

### For Novices to Upper Management:

Anyone in your staff who is in the public eye, and that is all teaching staff and management, is constantly shaping the public image and brand of your school. If you believe that your image and that of the school could do with some serious uplifting, then this seminar is not to be missed. It is vital to the improved marketing and increased profitability of your establishment, public or private. This is a vital Seminar in which you will discover tested methods to improve your own image, raise your profile and be promotion ready.

Discover the importance of communication, presence, integrity, congruence and demeanor, among many other things.

### Cost:



\$168 per person. Includes Morning Tea; Information Notes, Free CD which includes colour / season tests, communication styles list, articles, reports, plans.

*Certificate of Attainment* presented upon completion.

## A **MUST ATTEND** Workshop

Seminar Registration Form: Write—Ink ABN: 89467215542

Please FAX back to: 6297 0606

Name/s:.....  
 School.....  
 Address:.....  
 #of Persons Attending:.....  
 Contact Ph:.....  
 Payment Method: Credit Card   / School Tax Invoice  
 Credit Card #.....Exp Date.....  
 Signature:.....  
 Delegate email:.....

N.B: Payment must be received at least 5 days before the course date. All payments are GST inclusive.

### Program

#### ◆ 8.30—9.00 Registration

#### ◆ 9.00—10.00 Session I

- Introduction—The Education Sector—The Unwritten Rules
- What is image and why is it important for all staff?
- What happens when 'Image' (school, staff and management) is wrong and has gone sour.
- Does Your Image Measure Up? The Scale of Success
- Regaining the power
- The 8 Factors Governing Image Development

#### ◆ 10.00—10.15 Morning Tea

#### ◆ 10.15—11.45 Session II

- Developing Your Own Brand—an image is what other people have of you.
- Promoting Your Brand
- 7 Steps for taking your Brand to Iconic
- Awareness and Deservability—leading with strength
- 12 Secrets to Developing an Unstoppable Brand

#### ◆ 12.00 Conclusion

- Distribution of CD's
- Acknowledgements



The 'professional image' of a teacher, unaware of her message.

Where: Queanbeyan Kangaroo Rugby League Football Club  
Stuart Street Queanbeyan.

Acacia Room

When: Wednesday Mar 17 2009

Time: 8.30am—12.00pm

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