



COMMUNITY  
WAIKATO

*"Thriving Communities"*

Hapori Mauriora

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## Building your Brand with Kim Cable from Markethub

A brand is important to any organisation, and not just those with the big marketing bucks. Because it can be seen as taking time and money away from helping people, non-profits often devote little or no time to developing their own brands – but in fact you should do the opposite.

A strong brand can transform your organisation because it will enable you to build trust, gain resources, and establish partnerships. Non-profits in general deal with causes that are close to people's hearts. They have a head-start on the ingredients needed to develop a great brand. It's time to embrace your brand and give your organisation a competitive advantage.

Through this workshop you will learn:

- What is a Brand?
- Why is a Brand important?
- How to build and manage your brand.



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To be held: Wednesday 13 March 2019 @ Community Waikato, 33 Victoria Street,  
Hamilton from 9.30 am – 12.30 pm

Cost: \$70 or \$140 for non-community organisations

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[Click here for online registration](#)

**Parking:** there is a coin only pay and display HCC carpark next door with limited parking available (\$4 per day) and a parking building round the corner in Knox Street (\$6 per day). There is a bus stop right outside the building. **Please do not** park in Community Waikato's staff parking area. If registering online is not an option for you please contact Sally, 07 2820744 or [sally@communitywaikato.org.nz](mailto:sally@communitywaikato.org.nz)