

Brand Experience & Effective Communication with Emily SAHAKIAN

Powerful brands packed with personality, with clear values and messages build deep and meaningful connections with their audiences.

Just like a charismatic leader, a brand must show up to the podium with a voice that is consistent, a style that is unique and a message that resonates long after the microphone drop.

As a marketing and communications professional, I've dedicated my career to analyzing the drivers that motivate individuals to join a club, rally for a cause or simply choose one brand above another. The subtle emotional connections to values, memories, colors and sounds are just a few of the sparks that fuse relationships based on shared visions and goals. It's not the final goal that matters but the way we choose to get there that touches people the most.

Join me in two online sessions to deep dive into what distinguishes a brand as truly exceptional, I hope to share with you a few fun tools that you can easily takeaway and put into practice while building on Soroptimist's existing identity - building power and engaging with your community so that they can stand up on their own podiums to share your vision.

Part 1. Branding : What is the fuss all about?

Together, let's go beyond the logo to understand what branding really is and why it's so important to get it right. Discover the pillars of effective branding and follow the simple steps to create a meaningful brand that exists and breathes well beyond the initial contact. Learn how to seamlessly create a true brand experience for your followers and soon to be fans. It's easier than you think! This session is a deeper dive into the conversation started end of 2020.

Part 2. Communications : How to be a trailblazer!

Let's explore how to build a communications strategy (goals, objectives, accountability) while always leaving room for news that's hot off the press. We'll learn how to leverage social media tools to spread the word and I'll show you how to easily measure your success (data analytics tools). We'll also tap into the magical power of engaging with your audience and beyond. Discover the basics of social media etiquette and how to successfully roll out your campaigns. Find out why it's important to match your message to the appropriate medium and how third-party endorsements bring value to your efforts. This is a continued deep dive from the Communications Panel at the Holistic Training (November 2020).



**BRANDING:
WHAT IS THE FUSS
ALL ABOUT?**

**HOW TO BE A
TRAILBLAZER!**

**CONNECT.
ENGAGE.
CONVERT.**

**Zoom Webinar with Emily SAHAKIAN,
Director of Concepts for m3 RESTAURANTS
April 22nd and 29th 2021, 19:00 – 20:00CET**



Biography



I am delighted to be back, and thanks for welcoming me!

As a branding, marketing and communications professional of over 20 years my specialty lies in creating lasting and emotionally-charged connections based on defined brand character traits, key networks and strategic presences both on and offline. Defining that strategy to federate customer support on different platforms by communicating and acting on clear goals, values and missions is what I do best.

I'd like to further share my experience and knowledge in the field of branding, marketing and communication with Soroptimists, as I and hope to shed a light onto the invaluable importance of creating a defined persona behind your brand, one that acts and talks with a clear style and set of values and who is present in specific situations across different platforms, helping to build credibility, a following and trust among your audience. We'll dive into examples and tips on how to create the following you need while build new long-term relationships based on dialogue and valuable exchanges.