

GGI BUSINESS DEVELOPMENT & MARKETING PRACTICE GROUP WEBINARS

Tuesday, 19 May 2020, 13:00 – 14:00 EDT

Thursday, 28 May 2020, 14:00 – 15:00 CEST; 08:00 – 09:00 EDT

(updated)

Jim Ries & Kait LeDonne

Commanding Your Brand in Turbulent Times

Business doesn't exist in a vacuum. Whether it's a global health crisis, economic downturn, or market disruption, your business' posterity is dependent upon your ability to build a resilient brand. During this hour-long complimentary webinar, branding expert Kait LeDonne will guide you in how to take charge and grow their brand by leaning into difficult times.

Specific topics covered include:

The crucial pivot all brands need to make to survive even the most turbulent times;
A 6-Part Framework for building a loyal client base and brand following;
How to make your brand message stand out in the time of a crisis.

Guest Speaker Kait LeDonne

Kait LeDonne is the founder of LeDonne Brands, a personal brand consultancy based in New York, which builds executive personal brands using content marketing strategies through social media. Kait has authored the book "The Attraction Magnet: "The 7 Insider Secrets the World's Biggest Brands Use to Attract Customers Who Can't Wait to Buy From Them," and is regularly featured in national and international publications as a commentator on celebrity and corporate brands.

LeDonne Brands also developed one of the first online courses centered around LinkedIn, The Influence Academy, to teach executives how to position themselves as thought leaders in their respective spaces. To date, over 100 executives have completed the programme.



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