

Sustainable Success: How to Build Brands that Stand the Test of Time

> Keynote context

Sustainability is now firmly on the mainstream marketing agenda. While many brand marketers appreciate the importance of unifying their brand with the sustainability agenda it can be hard to connect the two by building a sustainable brand that fosters and facilitates growth. This keynote solves that problem.

> Keynote Experience

Dr. Coleman's keynotes will help your audience:

- ✓ Move their minds beyond equating sustainability social responsibility and environmental issues.
- ✓ Know how they should build a sustainable brand – which lasts the test of time.
- ✓ Obtain best practice knowledge their teams can build sustainable brands.
- ✓ Obtain immediately actionable insights and tools that will help them build a sustainable brand.

> Keynote Content

Dr. Coleman's keynote will be structured in three segments:

1. **Understanding sustainability.** The first keynote segment will challenge conventional and widely held wisdom that makes sustainability synonymous social responsibility and environmental issues. Doing this will help the audience embrace a broader mindset which is required to build sustainable brands.
2. **Building sustainable brands.** In the second segment of his keynote, Dr. Coleman will outline the four cornerstones required to build a sustainable brand. It's in this part of the keynote where the audience will learn how they should build a sustainable brand.
3. **Building a sustainable brand: Case studies.** The third and final segment of the keynote shares examples of organisations who have built sustainable brands. This will help the audience see how the insights Dr. Coleman has imparted can be put into action.

Is your audience ready to retain brand relevance through brand experiences?

