



M Series: Marketing + BD Programs

**SMPS** South Florida Chapter  
Society for Marketing  
Professional Services

# Building Strength: **Your Brand**

## Who will you need to be in 2009?

**TURKEL** *we move people*

Join Bruce Turkel in a lively discussion on how to revamp your brand in this economy and how to recreate yourself and your firm to be positioned for success in 2009. Who will you be in 2009 -- who will you need to be? How will you recreate, reposition and rethink yourselves?

The new year is a time to rethink goals, analyze your corporate presence and compare yourself to your competition -- can your brand withstand the 2009 year? Bruce Turkel and his branding company TURKEL have been at the heart of such brands as **SONY, HBO, University of Miami, Showtime, Black & Decker, United Way, Charles Schwab, ACLU, Beacon Council, FIU, Citigroup, Hilton, and Bacardi** to name a few. Spend an evening with a true genius of reinvention and building brand strength. Join the expert the nation's top companies turn to for real insight into the growth of their companies for a fun-filled energetic evening of insight.

### ABOUT BRUCE TURKEL

As CEO of the successful brand management firm, TURKEL, Bruce has been creating and working with valuable brands for over 25 years. Born and raised in Miami, Bruce studied design at the University of Florida and rushed to NYC to start his career. Preferring the sun to the subway, he returned

to Miami and opened his own advertising agency built on the belief that marketing should be well-designed, simple, and should make a client's products and services more valuable. Using this straightforward checklist, Bruce has worked with hundreds of clients, written thousands of headlines, and designed even more print ads, television spots, websites, and campaigns.

Besides all that, Bruce is a husband, father of two and author of three books—his most recent is **Building Brand Value**. Oh, and he is an avid harmonica player. Bruce tours extensively, spellbinding audiences with simple yet powerful brand building techniques.

When you attend one of Bruce's programs you will be entertained and delighted. Of course, you will learn an uncomplicated and memorable way to excel in life as well as in business. Most certainly, you'll get the chance to hear Bruce play his harmonica.

[www.bruceurkel.com](http://www.bruceurkel.com)  
[www.turkel.info](http://www.turkel.info)

February 3, 2009  
5:00 PM

### Location

Miami Dade College  
Kendall Campus  
Building 6  
Room 6120  
11011 SW 104 ST  
Miami, FL 33176  
Parking will be provided.

### RSVP Online

\$75 per person.  
\$85.00 at the door.  
[www.morganenvironments.com](http://www.morganenvironments.com)  
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