

**WHAT'S YOUR BRAND?
Branding and Collateral Development
For International Educators**

A BCCIE Professional Development Event

FRIDAY, OCTOBER 15, 2010

1:30 -4:30 PM

SFU HARBOUR CENTRE

ROOM 1420

The BC Council for International Education (BCCIE) is pleased to open this year's series of professional development events with **What's Your Brand? Branding and Collateral Development for International Educators**. Designed specifically for marketing, communications, and recruitment specialists in the international education field, this interactive workshop will explore issues of branding, brand identity, and brand positioning and will provide you with strategies and tips about how to best position your institution or district in an increasingly competitive landscape.

The afternoon's featured speaker, Garrett Chong, is the Brand Marketing Director at ISI – Ideographic Strategies, a brand marketing agency based in Vancouver. Mr. Chong has worked with a number of BC-based school districts, language schools and post-secondary institutions to identify and define their core 'brand' and to translate that brand into strategic initiatives in key markets worldwide.

Mr. Chong's presentation will help you identify your brand and learn more about how to apply your brand through focused, strategic campaigns. This event is open to stakeholders from all sectors. Registration is limited, and all attendees must register in advance via our online event registration system. In order to cover costs for this event, there will be a small registration fee of \$35 for BC stakeholders (\$60 for those out of province).

To attend this workshop, please register online <http://bccie.bc.ca/educators/professional-development> before **Tuesday, October 12**. This event will be preceded by a BCCIE K-12 Roundtable Friday morning and an optional lunch for those attending both events.

Our full 2010-11 schedule of events is now online and may be accessed via the For Educators section of www.bccie.bc.ca. The next BCCIE professional development event, **Programming and Study Abroad for Non-Traditional Students**, will be held on November 19, 2011.