

# Global Business Club of Mid-Michigan Global Branding

Thursday, February 8 -- 8:30am-1:30pm

MSU Henry Center for Executive Development - 3535 Forest Road, Lansing

As your company expands beyond the borders of the US, your brand and the message behind expand in value and reach as well. This program will address the importance of creating your global brand and how to do it—creating more value while protecting yourself from a legal and reputational standpoint. Who should attend: beginning and advanced exporters, sales and marketing executives, and anyone looking to protect and expand their brand internationally.

**8:30 – 9:00 a.m. Registration & Networking**

**9:00 – 9:15 a.m. Welcome & Opening Remarks:**

Jade Sims, International Trade Specialist, MSU International Business Center

Jamie Zmitko-Somers, International Marketing Program Manager, Michigan Dept. of Agriculture & Rural Development

**9:15 – 10:15 a.m. Building A Global Brand:**

Dawn Pysarchik, Professor, Advertising & Public Relations, MSU

**10:15 – 10:30 a.m. BREAK**

**10:30 – 11:15 Boosting Your Brand Via Social Media & Your Website:**

Rose Tantraphol, Founder & Principal, Moonsail North

**11:15-12 noon Protecting Your Brand From a Legal Perspective:**

Zach Behler, Shareholder, Foster Swift Collins & Smith PC

**12:00-1:30 p.m. Global Business Club of Mid-Michigan Luncheon**

**Keynote Speaker:**

Elliott Rader, VP, Marketing & Sustainability, The Gluten Free Bar (GFB),  
MDARD Rising Star Award Winner 2017

*Info and registration: [www.GBClub.msu.edu](http://www.GBClub.msu.edu) - \$35 registration fee includes break service & lunch*

[www.GBClub.msu.edu](http://www.GBClub.msu.edu) - 517.353.4336 – check us out on social media:



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