



The
**International
Trade Association**
of Greater Chicago

PROGRAM ANNOUNCEMENT

4610 North Kenton Avenue, Chicago, Illinois 60630-4020 U.S.A.

Tel: 773/725-1106

info@itagc.org

Fax: 773/725-2294

THE INTERNATIONAL TRADE ASSOCIATION OF GREATER CHICAGO

invites you to a luncheon program:

GLOBAL BRANDING FOR SMES: MAKING THE MOST OF MARKETING ON A BUDGET

Presentation by:

Brooke Fawcett
Senior International Marketing Lead
E.M. Wasylik Associates

An increasing number of businesses are seeking opportunities to take their products and services to the international marketplace and grow their base of customers – but are these businesses prepared for the challenges that they will face when marketing and selling overseas? Companies in every industry face similar market strategy challenges when moving into the global arena. Fundamental steps for a business to follow on the marketing front when it looks to expand its business borders begin with the brand and the foundation: will the messaging resonate with a completely new audience?

A forward-thinking and well-planned marketing strategy will provide the best long-term results as a business expands its reach across the globe. Small to mid-size enterprises must understand how to effectively market their business in any new markets they seek to enter, and ensure all communications effectively reach their potential customers. This discussion of international marketing continues through to the creation and execution of the marketing strategy, where it is crucial that the chosen strategy fully supports the business's goals and objectives as it enters new global markets.

Brooke Fawcett has been integral in creating marketing and branding strategies for more than 15 years, developing big-picture solutions that address these challenges in an always changing international market. Her presentation addresses common issues in international branding and marketing, and answers some of the marketing questions that frequently arise as an organization looks to expand globally.

Companies looking to execute their global vision turn to E.M. Wasylik Associates (EMW). Since 1998, EMW has successfully assisted clients in expanding their global reach and taking their products, services, and technology overseas. From strategic to tactical international business services, the EMW team brings years of experience, a wealth of knowledge, and strong outside expertise across a wide range of industries.

Wednesday, August 15, 2018

CARLUCCI ROSEMONT

6111 North River Road, Rosemont, IL

11:45 a.m. – Registration

12:00 p.m. – Luncheon Program

2:00 p.m. – Adjourn

ITA/GC members and their guests - \$50; Non-members - \$75

Please Make Your Reservations Early: Contact the ITA/GC by **4:00 p.m., Monday, August 13**

Tel: 773/725-1106

rsvp@itagc.org

Fax: 773/725-2294

American Express, Discover, MasterCard and Visa are welcome.

A reservation is an obligation to pay: reservations not canceled 48 hours prior to the meeting will be billed.



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REGISTRATION FORM

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Please register me/us for the August 15 luncheon program: ***Global Branding for SMEs ...***

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ E-mail: _____

Payment Method: Personal Check Corporate Check American Express Discover MasterCard Visa

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Card No.: _____ Exp. Date: _____

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Signature: _____

Please make checks payable to: **The International Trade Association of Greater Chicago**

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