

MIT Enterprise Forum: Get Smart on the Essential Rules of Branding With Solid Founder

CAMBRIDGE, MA

If you are a startup founder, sooner than later you are going to be faced with the challenge of how to present your company to investors and to the world. This often proves to be a complex and overwhelming task with results far from the vision that you have for your business. This workshop is for you to learn the basics of good story telling—separating pure facts and innovation from perception and emotional responses from your audience. Armed with this new knowledge, you will be able to generate ideas that will truly sustain your brand; use these ideas as tools to create content; evaluate creative work more objectively and efficiently; make better communication decisions yourself; be concise and compelling in order to drive action from investors; and save time and money while leading the image of your company in the right direction.

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