

**“Implications of the Digital Environment  
 on Brand Design”  
 March 9, 2011**

**Jerry Kathman is President and Chief Executive Officer, LPK**



Jerry Kathman is President and Chief Executive Officer of LPK, the largest independent brand design agency in the world with offices in North America, Europe and Asia. Jerry is recognized within the industry as a leading authority on the role of design in brand building. His global experience has provided Fortune 500 companies with insights into both the

opportunities and pitfalls of taking a brand beyond national boundaries.

With technological acceleration and constant connectivity, digital environments are rapidly changing the success criteria for brand design. Why are some brands more relevant than others? Why have some brands extended themselves into the digital environment successfully, while others have failed? Are brands' life cycles inevitable or do brand builders make choices that determine their destiny? After 30 years of consulting, Jerry Kathman has observed commonalities among leadership brands. Jerry has identified four principles that brands need to embrace in order to achieve and maintain leadership status.

These principles have served a spectrum of brands in the LPK caseload. A leadership brand works against a well-articulated and inculcated brand strategy. That strategy fully leverages the power of design. Further, a leadership brand establishes a culture of innovation and, most importantly, connects empathetically with end users.

By understanding these principles, brands can thrive in parallel with the accelerated pace of this digital age.

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**WHEN:**

Wednesday, March 9, 2011  
 11:30 a.m. – Registration  
 Noon – 1:30 p.m. – Luncheon Program

**WHERE:**

Queen City Club  
 331 East Fourth Street  
 Cincinnati, OH 45202

**REGISTRATION FEES:**

ACG Cincinnati Members - \$0  
 Non-Member Guest - \$50

**Pre-registration is required to insure availability due to limited seating.**

**Call: (866) 500-ACGC (2242)**

Fax (937) 222-5794  
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**~SEATING IS LIMITED~**

**RESERVATION DEADLINE**

**Friday, March 4th at noon.**

Payment for reservations not cancelled by 4:00 p.m. on the 4th is due in full.

*Unpaid No Shows will be invoiced with payment due upon receipt.*

*Members with “all-inclusive plans” who make reservations and no show will be invoiced the member rate of \$30.00 with payment due upon receipt.*

If you have any questions please call the ACG Cincinnati office

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**YES! I'll attend the ACG Cincinnati Luncheon on March 9, 2011**

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