

International Special Events Society – ISES
Minneapolis-St. Paul Chapter
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April 28, 2008
FOR IMMEDIATE RELEASE

May Program:
2007-2008 Season

What:

ISES Minneapolis-St. Paul Chapter Presents
Building Your Brand
Featuring Guest Speaker Christopher Everett, See Design, Minneapolis

Bloomington, Minn., May 8, 2008—Brands are not logos. They are so much more. Your brand is your identity; it is the experience you create for your clients and customers to engage with. This month, International Special Events Society (ISES) Minneapolis-St. Paul Chapter invites you to join a master in the art of brands, Christopher Everett, whose work with top companies influences audiences across the world. The program will showcase numerous “non-traditional ways to “brand” your own events.

For over 18 years, Christopher Everett’s work has been about seeing. Looking beyond the surface and past the obvious for deeper meaning and hidden truth to find the essence of a brand—the heart, the promise, the reason to care. He has worked with consumer brand leaders on everything from advertising, packaging and promotion to in-store experience. In the end, it’s all about seeing how each of these touch points are just expressions of the bigger brand—the bigger promise. It’s about connecting people to the brands they love.

He has been fortunate to partner with brands like Coca Cola, Dreamworks, General Mills, Kraft Foods, Purina and Target to manage, lead and design brands which impact audiences everyday.

When:

May 8, 2008
4:00-4:30 pm - Registration & Networking

4:30–5:30 pm - Dinner
5:30–6:30 pm - Presentation

Venue:

Great Room at Mall of America
(Located in Nickelodeon Universe)
60 East Broadway
Bloomington, MN 55425
952-833-8800 (General Information)

Cost:

ISES Members: \$35.00
ISES Associates: \$40.00*
Guests: \$50.00
Student Members: \$15.00**

Advanced registration is open until Monday, May 5.
Visit www.ises-msp.org for registration information.

What is ISES

The International Special Events Society is comprised of over 5,600 professionals associated among 41 chapters world wide who work in the special events industry as event planners, caterers, decorators, florists, destination management companies, rental and production companies, tent suppliers, audio-visual technicians, party and convention coordinators, hotel and convention managers, entertainers and much more. ISES provides education and networking to its members to promote professionalism in the special events industry.

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