



## Speaker Schedule

### **October 9, 2008**

Event: Ball State University Journalism Dept. (Muncie, IN)

Topic: How to Add Value to Your Brand

Speaker: Tom Traynor

### **October 10, 2008**

Event: [American Advertising Federation](#), East Central IN Chapter (Muncie)

Topic: How to Add Value to Your Brand

Speaker: Tom Traynor

### **November 6, 2008**

Event: [Business Marketing Association](#), St Louis, MO

Topic: Branding vs. Brand Development

Speaker: Tom Traynor

### **November 22, 2008**

Event: International Business Brokers Association, Louisville, KY

Topic: Turning Employees Into Brand Ambassadors During M&A

Speaker: Tom Traynor

### **December 14-16, 2008**

Event: [34<sup>th</sup> Annual District CASE V Conference](#), Chicago, IL

Topic: Building a Better College Brand

Speaker: Tom Traynor

### **January 14, 2009**

Event: [American Marketing Association](#), Cleveland OH

Topic: Branding vs. Brand Development

Speaker: Tom Traynor

### **April 15, 2009**

Event: [Business Marketing Association](#), Charlotte, NC

Topic: How To Add Value To Your Brand

Speaker: Tom Traynor