



BRANDING TO SET YOU APART FROM THE HERD:

“ Strategies for Developing, Implementing, and Sustaining the Destination Brand ”

**Friday, November 7, 2008
9:00 am to 4:00 pm
National Hispanic Cultural Center
Intel Classroom
1701 4th Street SW • Albuquerque, NM 87102**

Marketing your community as a destination in the wide open spaces requires tangible steps with which to create a compelling and consistent message. This one-day branding institute will give clear directives and experiential exercises on how to draw visitors to your home on the range.

What you'll learn

- What a brand is and the components that make it up;
- How to identify and capitalize on the most attractive and distinctive aspects of your community in the destination discovery process;
- Steps to brand development, implementation, and how to sustain the brand; and
- How to make the most of consultant support.



New Mexico MainStreet
Economic Development Department
Joseph Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505-4147
505-827-0363



Who Should Attend

- MainStreet Promotions Committee Members
- MainStreet Managers and Staff
- MainStreet Board Members
- Other MainStreet Volunteers
- Representatives of Local Governments and Other MainStreet Partner Organizations

Institute Leaders

REGINA CHAVEZ is the New Mexico MainStreet Arts, Promotions, and Cultural Planner Program Associate. She is a native of New Mexico and has more than 20 years experience working with communities and non-profit organizations in the arts and cultural economic development. She has served on several non-profit boards of directors, produced various promotional materials and events, and is a certified public participation facilitator. Regina holds a Master of Community and Regional Planning degree from the University of New Mexico and has her own consulting practice.

MAGGIE MAGNAB has created award-winning logos and internationally recognized design for more than 25 years. She has taught design theory at the University of NM for nearly 15 years and is past president of the Communication Artists of NM. She is author of the highly acclaimed design theory book "Decoding Design: Understanding and Using Symbols in Visual Communication" released spring 2008. Raised in Santa Fe during the 60s and 70s by an architect father and poet mother, she is a sought after teacher, speaker, workshop leader, and consultant for her method of creating identity branding and design.

Registration Info

Registration is free for members of New Mexico MainStreet Programs. There is a \$50 non-refundable registration fee for non-MainStreet communities. Please register by October 31. Registration does not include transportation, lodging, or food. Lunch is on your own.

Registration Form

Workshop Location _____

Workshop Topic _____

Name _____

Full Address _____

Tel _____ Email _____

Organization _____

There is a \$50 non-refundable registration fee for non-MainStreet communities. Check should be made out to Friends of New Mexico MainStreet. Lunch is on your own. If you have any questions, please contact Julie Blanke at Julie.Blanke@state.nm.us.

c/o Julie Blanke

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