

High Praise for “Unlocking the Heart of Your Brand” Event — a sellout and a knockout!

fwa.org/spotlight/high-praise-for-unlocking-the-heart-of-your-brand-event-a-sellout-and-a-knockout/

NY Women in Business, the new consortia including the FWA and supporting women in and for business, co-sponsored a dynamic panel of entrepreneurial experts to tell their stories and share their insights, including:



Moderator **Jennifer Prosek**, of Prosek Partners Public relations, www.prosek.com and panelists:

Giovanna Drpic, Journalist, www.giovannadrpic.com

Raleigh Mayer, Gravitas Guru, www.raleighmayer.com

Janet Odgis, Odgis and Co. Design, www.odgis.com

Maisha Walker, Message Medium, Digital Strategy, www.messagemedium.com

Each panelist had a unique portfolio of skills, experience, and perspective to offer, providing the audience with valuable tools and techniques to consider on the following topics:

What is branding? Why does it matter? Do you have a brand story? How is it integrated into your marketing strategy? How effectively are you communicating it? Are you using today's technology to ensure your brand is clear, consistent and resonating across all platforms? Whether 'you', the individual, or 'your firm', we all want to be unforgettable for the right reasons.



Each panelist agreed that every aspect of messaging should be clear, compelling, and consistent, whether that advice referred to client storytelling (Jennifer), visual design (Janet), executive presence (Raleigh), digital strategy (Maisha) or pitching to reporters (Giovanna).

Mini-case studies, delivered conversationally, included advice on understanding your audience (Jen), making business beautiful (Janet), choosing the right social media platforms (Maisha), respecting journalists' deadlines (Giovanna), and employing the "Language of Leadership" (Raleigh).



The audience, composed primarily of small-business owners or launches, asked pointed questions, gave the program a rousing ovation and stayed to chat with panelists until closing.

"I've attended many marketing panels", one participant disclosed, "and this was by far the best".

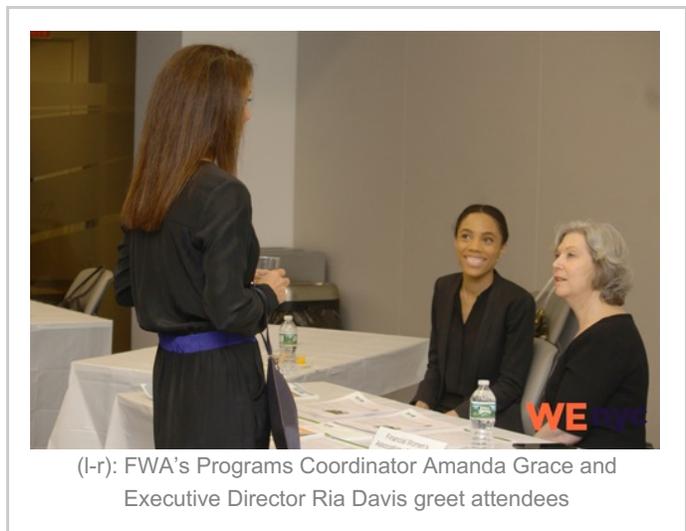
Special thanks to FWA Entrepreneurs Committee co-chair Diana Merenda for putting together this terrifically talented panel and to Wells Fargo for their conference center.

Additional Coverage:

[Sold-Out FWA Panel: Unlock the Heart of Your Brand Story](#)

More Highlights

The FWA is grateful to WE NYC for sharing photos and to Wells Fargo for sharing their space.





Panelist Maisha Walker with Mary Tan of NYWIB/ SCORE NYC



FWA Member and Panelist Raleigh Mayer



Attendees strike a pose before the discussion



Attendees networking



(l-r): Panelist Giovanna Drpic, Diana Merenda, Ria Davis and Attendee