



ADR Institute of Ontario

# BRAND BUILDING BEYOND SOCIAL MEDIA

## Business Development Workshop

March 30, 5:00pm – 7:00pm ET, Online  
4 CEE Points

Traditionally, we pursued prospects and converted them to clients. Today, high performers master the power of attraction. In this webinar we teach you:

- ✓ How to double your revenue by tapping into your social circle.
- ✓ How to leverage the most powerful form of marketing – word of mouth.
- ✓ How to move beyond social media and build your brand with the right audience.
- ✓ How to attract the right clients in a simple and compelling way

Too many of us have gone down the rabbit holes of social media and not gotten the results we hoped. In this webinar we provide a new way of looking at social media and how it can help build your brand, attract clients, and convert them to people you serve.

***If you are building a business, then building your brand is a mandatory part of your success. This program is designed for professional service entrepreneurs who wish to build their brand in a way that gets results. What most people do not realize is that they can double their revenue within two degrees of separation. That is to say, with the people you know and the people those people know. If this is of interest to you, then you will gain value in attending this session.***

### Learning Outcomes

- ✓ Double your revenue within two degrees of separation.
- ✓ Learn the most powerful form of marketing.
- ✓ Build a client acquisition strategy that is not dependent on social media.
- ✓ Build your brand with your ideal client profile.
- ✓ Learn how to have a powerful first meeting.
- ✓ Learn how you should really think about your internet presence.

### Registration

ADRIO Members \$125

Regular Fee (Non-Members) \$165

Member of another ADRI Affiliates \$145



**This workshop will be led by:**  
**Keita Demming Ph.D., Director of Development & Innovation**

Keita is an award-winning educator and coach who is working to transform companies into places and spaces that are idea-driven and people-centred. He and his team at The Covenant Group have built the online coaching platform “Coach on the Go” that acts as a virtual coach for entrepreneurs and business builders. At the core of their developmental work is the belief that building any new training programs or workshop starts with people. As a Trusted Advisor and Thought Leader in design, strategy, and innovation, Keita strongly believes that the more we learn from others, the more likely we are to find our own journey a little bit easier. One of his proudest personal achievements is the community he helped grow around TEDxPortofSpain, part of the popular TED Ideas festival and one of the most successful TEDx events in the world.

**Register: [www.adr-ontario.ca/buildyourbrand](http://www.adr-ontario.ca/buildyourbrand)**

\* +HST on all rates. Cancellation Policy: If you are unable to attend, your registration is fully transferable to another person in your organization. If you must cancel, notice must be received in writing. All refund requests received on or prior to March 10, 2023 will receive a refund less a 20% administrative fee; those received on or before March 15, 2023 will receive a refund less 50%. No refunds after March 15, 2023. Sessions, speakers and times are subject to change. Registrations are tentative until March 29, 2023. Should ADRIO need to cancel this event, you will receive a full refund. Once payment has been processed, this refund policy applies under all circumstances.