

ImageCounts™

A profitable education.

HOST A PROGRAM

Whether you want to build customer loyalty, inform your staff, increase membership, or draw attendees to an event, these reassuringly accessible and immediately applicable programs will make a lasting impression on your audience. Hosts have included:

- Companies
- Nonprofit organizations
- Associations
- Trade shows

WHY?

When audiences learn something useful, they never forget. When you give them this profitable experience, they never forget you. As a result, you become a credible resource with a reputation for offering quality programs that will do one or all of the following:

- Motivate customers to do business with you
- Inspire staff to engage with your brand
- Prompt members to join or renew their membership
- Attract attendees to your event

HOW

Hosts are asked to provide a space that is conducive to learning, as well as a projector, screen, laptop and speakers. Promotional artwork and the assessment worksheets, appraisal workbooks, and identity systems that are part of these engaging programs are provided at no cost. Booking fees vary per program. For more information about Image Counts™ or to book a program, call BER inc at **508.758.2345** or send an email to **info@BERinc.us**.

WHYIMAGECOUNTS.COM

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TARGET
AUDIENCE

“Based on the positive feedback we received from our customers and staff, we would encourage any company to host an event.”

— JOHN COOKE, BankFive

THE PROGRAMS

A variety of programs is available so you can select the one that best suits your audience. Praised for “outstanding” real-world instruction, all of our programs deliver invaluable information that professionals—in any industry—can instantly apply to their businesses.

- **Brand Assessment Seminar (1–2 hrs)**
- **Brand Appraisal Workshop (3–4 hrs)**
- **Your Brand Analysis (customized for your business)**

THE RESULTS

These programs will show your attendees how to:

- **Develop a strong brand**
- **Identify seven core brand identity elements**
- **Create a memorable brand identity**
- **Determine a target market**
- **Analyze the competition**
- **Build partner relationships**
- **Manage brand consistency**
- **Audit physical locations**
- **Train staff**
- **Increase brand recognition**
- **Measure the value of brand equity**

To learn more about available programs, go to whyimagecounts.com.

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TARGET
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“When you learn something useful, you never forget.”

— KERRIN ADRIAN, Branding Expert



SPEAKER'S BIO

All programs are conducted by industry expert Kerrin Adrian, executive director of BER inc. Kerrin has nearly 20 years of strategic brand development, management, and communications experience.

She has worked with start-up companies, companies that want to reposition their brand or have an established brand, and individuals with a marketable trade or talent in the entertainment, hospitality, financial, legal, construction, real estate, medical, technology, manufacturing, insurance, retail, and nonprofit industries.

Kerrin developed Image Counts™ as a way to help companies build and maintain a sustainable brand with budgets of all sizes. The information and tools she provides in these interactive programs have inspired hundreds of business professionals nationwide to improve their brand image virtually overnight.

The *New England Business Bulletin* named Kerrin as one of the Top Young Professionals Under 40 in Southeastern MA and RI. She was also the first person ever to receive the distinguished Entrepreneur of the Year award from the New Bedford Area Chamber of Commerce. Kerrin graduated magna cum laude from Boston University with a BS in Communication. Her creative design company, BER inc, specializes in building brand identity programs, and provides strategic marketing services.

CONTACT US

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