

# IMAGE COUNTS™

Learn how to **make a good first impression.**

## THE PROGRAM

BER inc offers IMAGE COUNTS™ as an answer to the commonly asked question: What is a brand and why is it important to my business?

This educational program examines well-known brands and explains why they are successful. It also gives attendees an opportunity to appraise their own brands and learn how to improve their image, positioning, profits, and equity.

Organizations and companies host IMAGE COUNTS™ in order to help their commercial members and customers build consumer loyalty and increase brand recognition.

The program can be conducted as a 60-minute seminar or 2-hour workshop. There is a minimum \$1200 fee, plus travel and accommodations (when applicable). Nonprofit organizations may apply for CSR funding. Equipment and workbooks are provided.

To schedule IMAGE COUNTS™ or for more information, please call **508.758.2345** or email **info@BERinc.us**.

*"I am sure that each of our customers will take a step towards focusing more on their professional image because of the info you provided. That is exactly what we had hoped to accomplish."*

*—Jennifer Morgan, Owner, ECLE*

## THE PRESENTERS



Bruce E. Rocha Sr.  
President & CEO



Kerrin Adrian  
Executive Director



Liya Hoshi  
Creative Director