

## **Growing Your Brand Walk-Thru**

### **Session Description:**

How do you know you are ready to take your Main Street organization's brand and your downtown's brand to the next level? During this session you'll learn from Marketing and Design professional Cindy Williams of WDesign®, innovative provider of branding services offered through statewide Main Street programs, how to navigate brand implementation on the local level with a walkthrough of a branding process that allows Main Street communities to organically grow their own brand and incorporate a sustainable brand plan.