



Branding & Storytelling: A Middle Market Executive Roundtable

Speaking Engagements & Seminars

04.21.2021

Location: webinar

When: Wednesday, April 21, 2021 | 11:00 AM – 12:00 PM

Where: Online

Archer Faculty: [Stacey Sinclair, Esq.](#)

About: How your brand is perceived by returning and prospective customers affect how they choose to interact with your business. To continue attracting new customers and reengage existing clients, middle market companies must routinely evaluate how they present their brand and its impact, adjust their story to realign with their goals and identity, and ultimately meet customers' expectations.

At this exclusive roundtable, leaders from middle market companies (\$10M to \$1B in annual revenue) will discuss why and when middle market companies should reevaluate their branding strategy, as well as explore innovative, yet relatable insights and strategies that create more impactful branding and storytelling. They will also examine real-world case studies that illustrate the process, challenges, and intriguing features of rebranding such as utilizing social media and influencers to engage your audience.

To register, click [here](#).

Related People



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