

ARE YOU

Slated to Party On-line?

THE PARTY



Gene Higa
Mandala Weddings
MODERATOR



Julie Roth Novack
Party Slate
EXPERT GUEST



Nirjary Desai
KIS (cubed) Events
MODERATOR

In Collaboration:



MANDALA WEDDINGS

PARTYSLATE

KIS (CUBED)TM
EVENTS

SIMPLE • SOPHISTICATED • STYLISH

- The webinar duration will be up to 60 minutes
- A recap video will be posted within 24 hours and emailed to all registrants
- All questions must be shared in the Q&A Box below
- These questions will be addressed at the end of the webinar
- Chat box: Use this feature to share your business and Instagram handles or interact with the discussion
- Feedback is encouraged. Please use the form at: <https://mandalaweddings.com/masterclass/>

GENE HIGA

HOST



Gene Higa is the co-founder of Mandala Weddings and a long time photographer who has traveled the world capturing life's most auspicious moments for their clients. He has also be a trailblazer educator for WPPI & the photography world, by educating new comers into the creative world on how to build a global business & a better business.

MANDALA WEDDINGS

MEDIA PARTNER



www.mandalaweddings.com

NIRJARY M. DESAI

CO-HOST



KIS (CUBED)TM
EVENTS
SIMPLE • SOPHISTICATED • STYLISH

Chief Experience Officer of KIS (cubed) Events, S3 Catering, & Bridal Elements by ND. An award winning event producer who has been around the globe to orchestrate over the top simple, sophisticated & stylish soirees for her clients whether it's a corporate event or social celebration, she speaks your love language. Born, Raised & Educated internationally, Nirjary has always loved creating celebrations through culture, conversations, cuisines & creative learning approaches.

KIS(cubed) EVENTS

EVENT PARTNER



www.kiscubedevents.com

JULIE ROTH NOVACK

EXPERT GUEST



PARTYSLATE

Julie is the CEO and Co-Founder of PartySlate, a Houzz-like website where leading event professionals share their work, build their brand and drive leads. Before founding PartySlate, Julie held executive positions at top-tier digital agencies such as Razorfish, Vibes Mobile, and Agency.com. With over 20 years of digital marketing experience with some of the biggest brands in the world, Julie is excited to bring this expertise to the events industry. Julie received an MBA in marketing and finance from the Kellogg Graduate School of Management at Northwestern University and a BA in Economics from the University of Michigan.



TODAY'S
Mantra

The True Essence of YOU!

AGENDA

Things to get you Slated to Party On-line?

- What is a Brand?
- 5 Steps to Building a Strong Brand Strategy
- Your Personal Brand
- Your Digital Brand
- Brand Strategy Action Plan

WHAT IS A BRAND?



A brand is not a logo. A brand is not an identity. A brand is not a product. A brand is a person's perception or gut feeling about a product, service, experience, or organization.

5 ELEMENTS OF

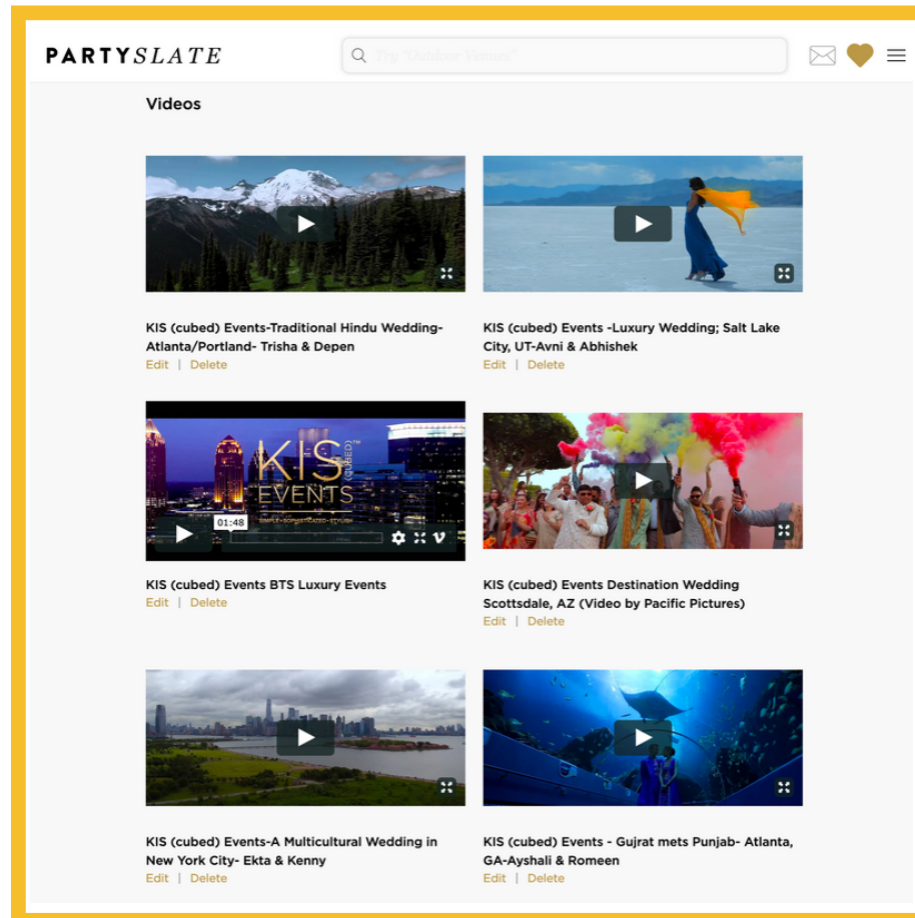
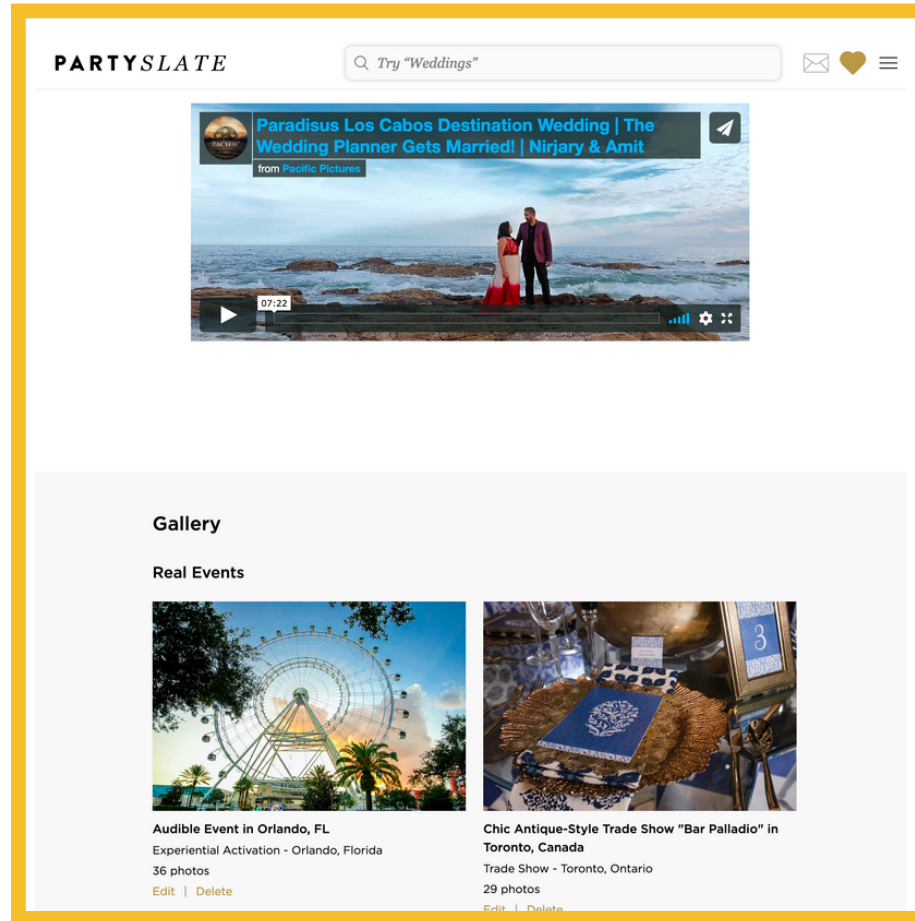
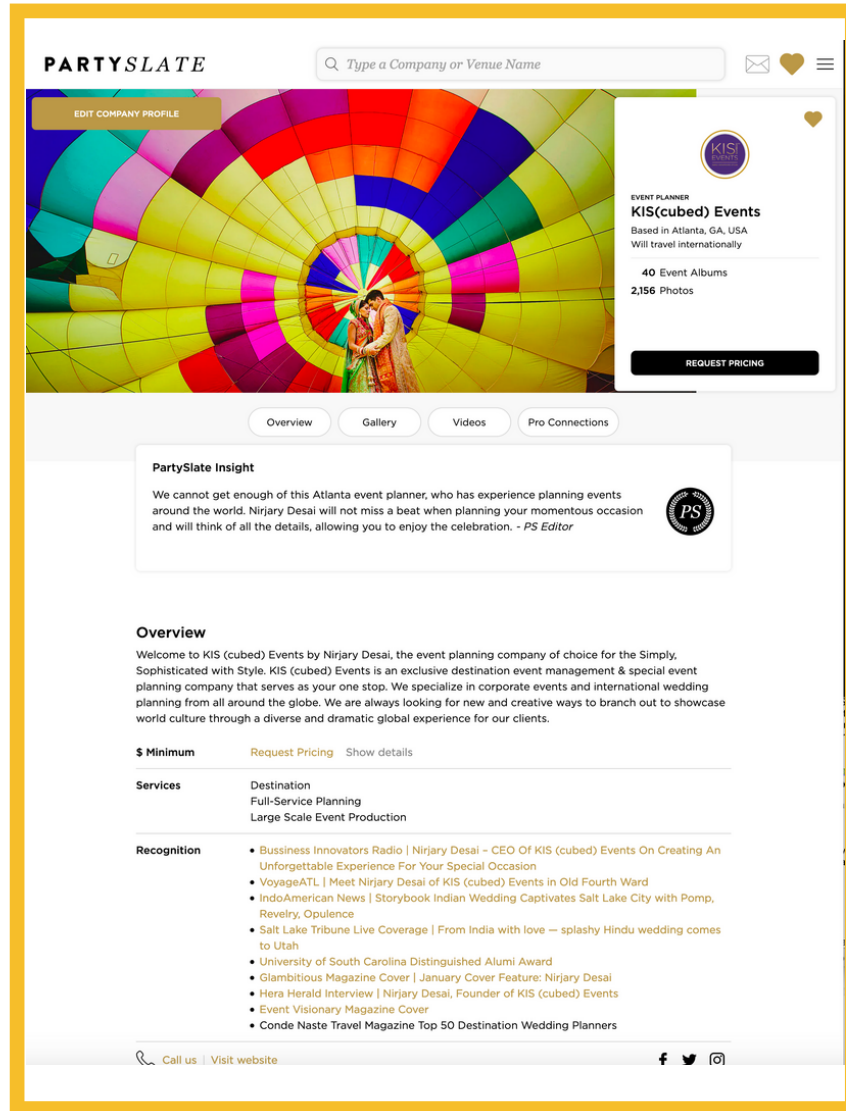
BRAND STRATEGY



- Brand Purpose –your why, your mission, why you do what you do
- Values –what you stand for, your core values, what you believe
- Brand Personality –how you want to be perceived
- Positioning–how you are different, what your target client looks like
- Brand Identity–what you brand looks like and how it feels

EXAMPLE BRAND PURPOSE

PARTYSLATE & KIS (cubed) EVENTS



MISSION

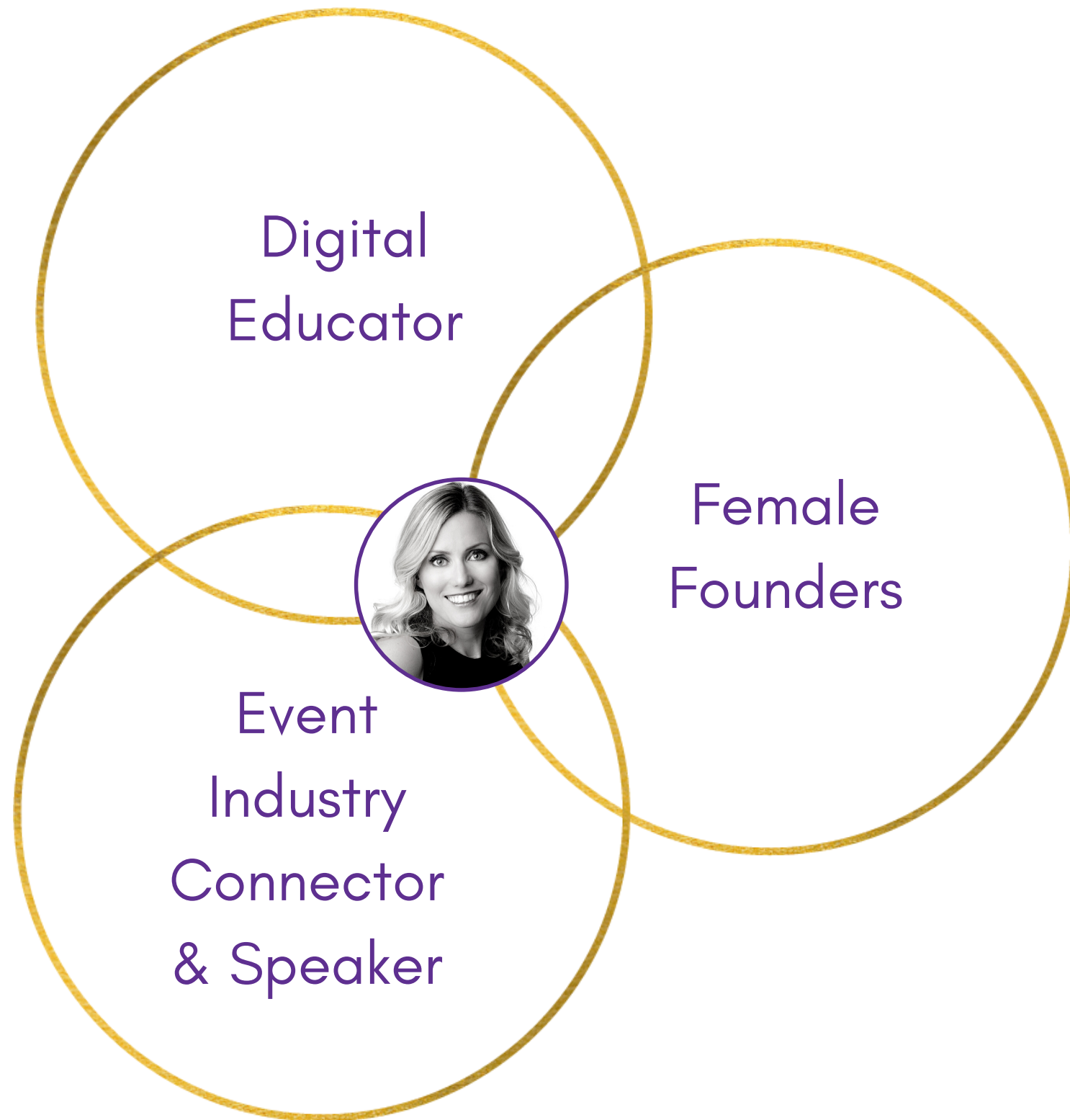
Our mission is to help people plan inspiring and memorable events that make an impact.

VISION

We will be the leading event inspiration platform worldwide, helping people find new ideas and connecting them with leading event companies to bring their vision to life. The platform will provide the best way for event companies to share their work, build their brand, connect with their network and grow their business.

WHAT'S YOUR PERSONAL BRAND?

MY PERSONAL BRAND



Make sure you know your 5 Cs:

- What do you **care** about?
- What does your **company** stand for?
- Who do you want to **connect** with?
- What **content** can you consistently create?
- What content can you **curate**?

YOUR DIGITAL BRAND

- It may take 7 or more digital touch points before a prospect chooses to contact you.
- All your digital channels need to work together to build your brand.
- How will you create content and experiences that reinforce your brand?

WHAT'S YOUR FOOTPRINT?



1. DOCUMENT YOUR BRAND STRATEGY

- What do you stand for?
- How are you positioning your brand?
- What is your brand personality and identity?

2. CONDUCT A GAP ANALYSIS

- Are you living your brand?
- What areas are most important to improve?
- What brands do you admire in the industry?

3. PRIORITIZE YOUR INITIATIVE

- What are the top 2 changes you want to make to your business?
- What are 2 initiatives to build your personal brand?
- What are 2 ways to strengthen your brand through digital channels?

“The set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another. If the consumer (whether it’s a business, a buyer or a voter) doesn’t pay a premium, make a selection or spread the word, then no brand value exists for that consumer.”



The background is a vibrant purple, decorated with various gold elements. There are several bursts of gold confetti (small dots) scattered across the top and bottom. Two stylized fireworks, represented by radiating lines, are positioned on the left and right sides. A thick, textured gold brushstroke is visible in the top-left corner, and another similar stroke is in the bottom-right corner. A thin, elegant gold flourish is located in the bottom-right area.

REMINDER OF TODAY'S

Mantra

The True Essence of YOU!

ARE YOU

Slated to Party with Us?

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EVENTS
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&

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nirjary@kiscubedevents.com



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