



THE BRAND

MARKETING SUMMIT

Big or small, your Hereford operation has a story to tell. Producers put their heart and soul into genetic selection, calving, health, nutrition and more, but perhaps do not feel comfortable or knowledgeable on how to tell the unique story of their brand. For any brand to be sustainable and profitable, it has to be memorable and convincing in the marketplace.

Join us in Kansas City as we learn how to tell the story of two powerful brands – the Hereford breed and your operation.

The Brand Marketing Summit provides an opportunity to learn from fellow Hereford breeders and industry experts. Some highlights include sharing the Hereford story, building your brand, developing an effective social media strategy and analyzing marketing success stories.

Don't miss out on this exciting event to hear from some of the best in the business.

JOIN US IN KANSAS CITY

MONDAY, JUNE 3

- 1 P.M.** **WELCOME**
- 1:30 P.M.** **THE HEREFORD BRAND**
An overview of where the Hereford breed has been and where it is now.
- 2 P.M.** **THE POWER OF MEAT**
A perspective on the ever-changing wants and needs of the consumer in a one-size-fits-no-one world, presented by Anne-Marie Roerink of 201 Analytics.
- 3:15 P.M.** **OWN YOUR FRANCHISE**
Own the Hereford brand, but own your own brand at the same time.
- 3:45 P.M.** **ESTABLISH YOUR TRUE NORTH**
Find the distinguishable strength between yourself and others in the industry – capitalize on that strength.
- 6:30 P.M.** **EVENING ACTIVITY**
Head over to the AHA headquarters for dinner, drinks and some evening activities.

TUESDAY, JUNE 4

- 7:30 A.M.** **MORNING MOTIVATION**
Join Mitch Holthus, the Voice of the Kansas City Chiefs in this morning session full of growth and motivation.
- 9 A.M.** **MAXIMIZE YOUR REVENUE AT SALE TIME**
The days of depending on traditional avenues to sell your cattle are coming to an end. Listen to real-world cattlemen discuss problematic situations and ways to overcome them.
- 10 A.M.** **TELLING YOUR STORY**
Marketing is more than social media and advertising. This session will also go over "Herefords on Demand."
- 11:15 A.M.** **USING VIDEO TO YOUR ADVANTAGE**
Case study with Hoffman Herefords and Paige Arnold.
- 12:30 P.M.** **SOCIAL MEDIA 101 & 102**
- 2:30 P.M.** **USING SOCIAL MEDIA TO YOUR ADVANTAGE**
Case study with Ranch Wives Beef Co. and Kylee Deniz.