



THE BRAND MARKETING SUMMIT

JUNE 3-4, 2019

Join us in Kansas City, Mo., 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. **HW**



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In an ever-changing world, I think it's important to continue learning and staying up to date with the modern methods of marketing your operation or business. The AHA has put together an incredible lineup of speakers and leaders in the industry, and I believe this is a great opportunity for Hereford breeders to expand their knowledge.

MELISSA GRIMMEL SCHAAKE
Melissa Photography, Kansas
The Brand Attendee



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The Brand Marketing Summit is a must-attend event if you want to be at the forefront of selling Hereford genetics. In today's world, marketing has a whole new level with social media. As a purebred breeder I'm always looking for an angle to help stay ahead of the competition in our marketing program.

ERIC WALKER
Walker Polled Herefords, Tennessee
The Brand Attendee

Where will The Brand be held?

The Brand will be held at the Hilton Airport and the AHA headquarters in Kansas City, Mo.

Where should we make hotel reservations?

Hotel reservations can be made at the Hilton Airport - the link for the group rate (\$118/night) can be found at Hereford.org/thebrand.

How much will it cost?

Registration for the two day conference is \$275 per person or \$475 for couples. This includes the sessions and meals.

Where can I register?

Participants can register online at Hereford.org/thebrand. Spots are limited and are based on a first-come, first-serve basis.

Who should I contact if I have more questions?

Questions about The Brand can be directed to Kendra Davis at kdavis@hereford.org or 816-218-2292.

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KANSAS CITY, MO



Use your smartphone's camera to scan the QR code or visit Hereford.org/thebrand to learn more about the event.