

GLOBAL ENTREPRENEURSHIP & BUSINESS MANAGEMENT SUMMIT

conferenceseries LLC Ltd

April 10-11, 2019 | Toronto, Canada

KEYNOTE FORUM | DAY 2

BUSINESS AND ECONOMICS JOURNAL 2019, VOLUME: 10 | DOI: 10.4172/2151-6219-C1-001

Branding mistakes and how to cure them

You're really good at what you do. But it takes so much more than just an idea or your incredible skills to start and run a business. Laura shares her experience working with successful small businesses over the last fifteen years to help entrepreneurs fast-track their own success. You will learn what branding is and why it matters to your small business, as well as 5 of the most common branding

mistakes that are costing you money, and how to avoid them to build a strong, memorable business that attracts the right clients.

Biography

Laura Beuparlant is an international keynote speaker, an expert on branding and design and the author of Brand Chemistry. As the Founder and Creative Director of Lab Creative, her mission is to help ambitious entrepreneurs create strong, memorable brands that consistently attract their ideal clients. For over 15 years, she has helped countless small business owners and entrepreneurs gain confidence and grow their businesses through unforgettable branding.



Laura Beuparlant
Lab Creative Inc, Canada

laura@labcreative.ca