What’s Your Story?
Developing Your Brand to Fit Your Vision
with Heidi Hatfield Edwards,
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Knowing who you are and want to be as an artist, individual, or organization is the first step in building your brand. This interactive session explores the process of developing and telling your story, maintaining consistency and building in room to grow as your brand matures. This session is intended for those new to the branding process and those who feel they have strayed from their original brand and want to re-focus.