



Harlem Community  
Development  
Corporation



# Build and Protect a Brand Customers Will Love

At the end of this free workshop, you will be able to:

- Understand what makes brands resonate and connect with customers over time
- Utilize eight fundamental steps to create brands that customers love
- Work your brand story into a powerful pitch

**Wednesday, July 18, 2018**  
**9:30 AM – 12:00 PM**

**Location:** Touro College  
231 West 124th Street – 2nd Floor Lecture Hall  
(You will need a photo ID to enter the building)

Space is limited. Please register for this free workshop by contacting Harlem CDC at 212-961-4100 or [harlemcdc@esd.ny.gov](mailto:harlemcdc@esd.ny.gov).

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