



Harlem Community  
Development  
Corporation



# Establishing a NYC Brand

To survive and thrive New York City's crowded market, businesses of all sizes need to stand out. Learn from several successful companies how to build strong brands and attract loyal customers.

The following topics will be covered:

- Designing and leveraging your story to stand out
- Creating a brand that connects with customers
- Communicating your story in the right places

Presenter:

Lloyd Cambridge, founder & CEO of Progress Playbook

**Wednesday, March 28, 2018**  
**6:00 PM – 8:00 PM**

**Location:** Adam Clayton Powell, Jr. State Office Building  
163 West 125th Street, 2nd Floor Art Gallery  
(You will need a photo ID to enter the building)

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

Harlem CDC is a Subsidiary of Empire State Development