

DEFINING YOUR CLUB'S BRAND:

Building a Strategy for the Future

SUSSNER



PART **1** / 3

OVERVIEW

This presentation explores the crucial role of branding in defining a club's future and addresses the key questions: **"Who are we as a club, and where are we going?"** Attendees will learn about brand positioning, brand architecture, and brand planning, gaining a roadmap for navigating brand identity. The session will help club leaders identify their value proposition, streamline offerings, and articulate a compelling vision for the future.

LENGTH

60 minutes (45-minute presentation plus 15-minute Q&A)

LEARNING OBJECTIVES

- × Determining your value proposition to members
- × Organizing your club's offerings to communicate value
- × Communicating club vision through actions and initiatives

BIOGRAPHY

Derek Sussner is the Founder and Executive Creative Director at Sussner and the co-host of the *Brands Made Meaningful* podcast. Sussner is a creative firm specializing in brand strategy and design for private clubs and is a proud Preferred Service Provider of the Club Leaders Association (CLA).

The Sussner team comprises designers, strategists, and copywriters passionate about helping private clubs tell their stories through compelling visuals and messaging. Their goal is to elevate member experiences, improve marketing efforts, and attract the next generation of members.

From private communities to destination golf courses, Sussner's clients include clubs from across the country. Notable clients include Thunderbird Country Club, Frenchman's Creek Beach & Country Club, and Hazeltine National Golf Club.



[SUSSNER.COM](https://www.sussner.com)

[PODCAST](#)

[LINKEDIN](#)

[EMAIL](#)

[SPEAKING ENGAGEMENTS](#)