

Telling Your Unique Story

OVERVIEW

This presentation explores the art of crafting a distinctive brand for your club. It delves into the crucial aspects of visual and verbal identity, offering insights on answering the fundamental questions: **"How should our brand look, and how should our brand sound?"** By effectively communicating your club's uniqueness through layers of identity, you can create an iconic brand that delights members, employees, and the broader community.

LENGTH

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

LEARNING OBJECTIVES

- ✗ Understanding the components of a full visual and verbal brand identity
- ✗ Communicating your club's culture and direction through style and tone
- ✗ Determining if your club's identity delights and represents your membership

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.