

ACTIVATING YOUR CLUB'S BRAND:

Bringing Your Club's Vision to Life

SUSSNER



PART **3**/3

OVERVIEW

This presentation explores the role of the diverse touchpoints used to communicate a club's identity. Consistent branding across communication channels and member interactions helps clubs **deepen audience connections and create memorable experiences**. This session empowers leaders to leverage their brand into a growth catalyst, elevating brand presence, attracting new members, and cultivating a thriving community through strategic implementation and storytelling.

LENGTH

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

LEARNING OBJECTIVES

- × Analyzing member experiences through a branding lens
- × Understanding how brand touchpoints work together to build perception
- × Creating brand standards that give team members confidence

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](#)