

REIMAGINING YOUR CLUB'S BRAND:



Defining & Designing the Future

This is a comprehensive combination of the 3-part brand series

OVERVIEW

Embark on a journey of brand transformation. This dynamic session explores the power of refreshing your club's brand to meet the evolving demands of the club landscape. Attendees will gain insights into the strategic processes behind brand rejuvenation, focusing on **Brand Strategy, Brand Development, and Brand Activation**. Discover how to craft a compelling brand narrative and the strategic steps to energize your club's identity.

LENGTH

90 minutes (70-minute presentation plus 20-minute Q&A)

LEARNING OBJECTIVES

- × Understand why your brand is a critical club asset to be leveraged
- × Implement a strategic brand evolution meaningfully
- × Pivot the pieces of your brand for impact
- × Activate your brand across the club to engage members and staff

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.

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