



SEPT 10-12
CAMP
killer
brand
@LONGHOUSE

who:

YOU—an entrepreneur, writer, blogger or content producer who needs a crisp, consistent identity to brand yourself on the web and in social media in order to compete in today's crowded market place.

what:

Your story, your vision, your brand—a bootcamp.

when:

Thursday, September 10th, 12 noon through Saturday, September 12th, 1:00 pm

where:

Rensselaerville, New York, a bucolic 19th century village that time forgot.

how much:

\$2,500 — Including single room housing, instruction, moderated group work, a one-hour one-on-one consultation, supplies and meals (*a real deal*)

\$1750 — Including shared room or dorm style housing, instruction, moderated group work, a 30-minute one-on-one consultation, supplies and meals (*another real deal*)

register & info:

Space is extremely limited in this intimate, power-packed camp. To reserve your spot contact Nicole@cooknscribble.com

Products live on a shelf. Your brand lives in your head (or not). It is who you are, the reason you do what you do. Your story is your brand. This intensive boot-camp is designed for close encounters with the heart and soul of your brand. Under the tutelage of three of the nation's top branding gurus, each participant's story is articulated and then distilled into a winning identity. Then, through a rare blend of group feedback and one-on-one coaching, we begin translating that presence into an editorial voice and visual identity. In a choice-dense world a distinct brand is do-or-die. And yet, entrepreneurs, writers, artists and well-established companies all struggle to find winning ways to show who they are and what they do. This boot camp is for you.

your camp counselors:

Debbie Millman

Named "one of the most influential designers working today" by Graphic Design USA, Debbie Millman is also an author, educator, brand strategist and host of the podcast Design Matters. Debbie is President of Design at Sterling Brands, where she has worked with over 200 of the world's largest brands.

Leah Komaiko

Leah Komaiko is the author of 20 books and applies that same storytelling genius to the brand strategies she has developed with scores of best-selling authors, entrepreneurs and chefs. Her clients also include major companies such as Liz Claiborne, philosophy Skin Care, Disney and Lenovo.

Beth Kosuk

Creative director, art director and designer in the advertising world for over 35 years, Beth Kosuk is the co-founder of Frank About Women, one of the leading marketing-to-women groups in the country, and is soon to launch her own female-centric branding company.

SAMPLE SCHEDULE:

thursday, September 10

NOON - 2PM
Lunch and Intro to Counselors Komaiko and Kosuk
Introduction to your story/your brand
by Counselor Komaiko

2PM - 4PM
Camp Circle—Articulating your story
Counselors Komaiko and Kosuk

4PM - 5PM
Guided Meditation/Yoga

5PM - 6:30PM
Free time for composing
Vision/Mission/Branding Statement

6PM
Chef Dinner

CAMPFIRE CIRCLE
Articulating Your Brand

Friday, September 11

9AM
Breakfast

10AM
Guided Meditation/Yoga

11AM - 1PM
Visual Identity Workshop
Counselor Kosuk

1PM
Lunch

2PM - 4PM
Vision Board play-shop with
Counselors Kosuk and Komaiko

FREE TIME

6PM
Chef Barn Dinner with Media Mavens;
Keynote Counselor Debbie Millman

8PM
Campers present current brand identity
in words and images

Saturday, September 12

8AM
Breakfast

9AM - NOON
One-on-one Meetings

NOON - 1PM
Lunch at LongHouse Barn

THE LONGHOUSE FOOD REVIVAL 2015 BEGINS AT 1 PM.
Participants are invited to remain for the weekend.