

Partnering Advancement and Communications to Enhance Your Institution's Brand | 03.16.16

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Pre-Webcast Resources

I Could Be the One video - Watch this video before the webcast. Our instructors will reference it near the beginning of the session: <https://www.youtube.com/watch?v=Uue0qK9NqXc>

5 Ways You Can Bridge the Communications/Development Chasm - Read this article authored by webcast instructor Luanne Lawrence and published by Academic Impressions last January for five steps to deepen the relationships between development, alumni relations, and marcom.
<http://www.academicimpressions.com/news/5-ways-you-can-bridge-communicationsdevelopment-chasm>

7 Steps to Launch a Robust Brand Strategy – Read this article authored by webcast instructor Luanne Lawrence and published by Academic Impressions earlier this month for additional guidance on brand strategy.
<http://www.academicimpressions.com/news/7-steps-launch-robust-brand-strategy>