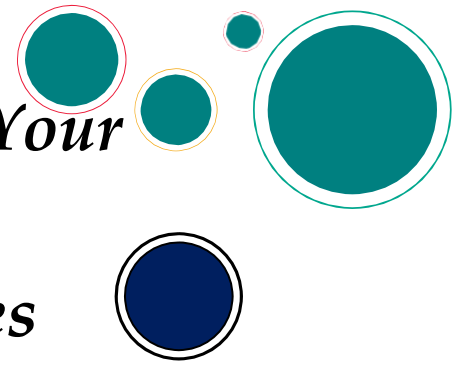




Soulful Branding and Marketing: Connecting Your Community through Authenticity and Values



KEYNOTE: *Lindsay Vandeuken*

TUESDAY, October 15, 2024

Dave & Busters, 45511 Park Ave, Ste D
Utica, MI 48315 OR Join Us via
Zoom Meeting

NETWORKING & CHECK-IN: 6:30-7:00pm MEETING:
7:00pm
PRESENTATION: 7:15pm

This is a great night to see what ABWA is about, meet the members, and network!

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

Changing Women's Lives... One Woman at a Time.

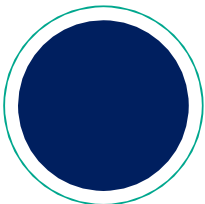
For more information about our Chapter, contact President, Heidi Jeney at:

586-549-6634

healthyjeney@gmail.com

or visit our website at

www.abwa-suburban.org



This talk will delve into the importance of integrating core values and authenticity into branding and marketing strategies. Vandeuken will share insights on how businesses can effectively communicate their unique identity to foster stronger connections with their target audience, enhancing both community engagement and business success.

Lindsay is a seasoned entrepreneur, transformative leader, and the visionary founder of the Wellness Warrior Collective. With a dynamic background as a former multi-million-dollar brand director, Lindsay has expertly navigated the intersections of branding, marketing, and personal development, making her a sought-after speaker and consultant in the industry.

Known for her innovative approach to Soulful Branding and Marketing, Lindsay empowers businesses to infuse their core values and authenticity into their brand narratives. Her strategic insights help companies articulate their unique identity, fostering genuine connections with their audience and building thriving communities around their brands. Lindsay's workshops and talks are not only informative but transformative, providing actionable strategies that align business objectives with holistic values for lasting impact.

Lindsay's passion for community building and her commitment to authenticity are reflected in her ability to engage and inspire her audiences. Whether she's leading a workshop or delivering a keynote, her sessions are designed to provoke thought, spark innovation, and motivate action. Join Lindsay as she explores how integrating authenticity and core values into branding and marketing can elevate your connection with your community and drive your business towards greater success.

Event cost is \$5 at the door, or pre-pay at: <https://abwa-suburban.org/meetings/>.

The cost includes networking, the meeting, and the program. You will order and pay for your own meal.

ZOOM cost is \$5, payable at the above link. The cost includes networking, the meeting, and the program. **Note: The ZOOM fee must be paid in advance by 3 p.m. the Sunday before the meeting.**

To RSVP, and/or request the ZOOM link, contact Michelle Harm at 248.880.7200 or MHarm248@gmail.com.