



M Series: Marketing + Business Development Programs

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Our Founding Program Sponsors:



Location
Miami Dade College
Kendall Campus
Building 6
Room 6120
11011 SW 104 ST
Miami, FL 33176
Parking will be provided.

RSVP Online
\$75 per person.
\$85.00 at the door.
www.morganenvironments.com
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Building Strength: Your Brand Who will you need to be in 2009?

TURKEL *we move people*

Join Bruce Turkel in a lively discussion on how to revamp your brand in this economy and how to recreate yourself and your firm to be positioned for success in 2009. Who will you be in 2009 -- who will you need to be? How will you recreate, reposition and rethink yourselves?

The new year is a time to rethink goals, analyze your corporate presence and compare yourself to your competition -- can your brand withstand the 2009 year? Bruce Turkel and his branding company TURKEL have been at the heart of such brands as **SONY, HBO, University of Miami, Showtime, Black & Decker, United Way, Charles Schwab, ACLU, Beacon Council, FIU, Citigroup, Hilton, and Bacardi** to name a few.

Spend an evening with a true genius of reinvention and building brand strength. Join the expert the nation's top companies turn to for real insight into the growth of their companies for a fun-filled energetic evening of insight.

ABOUT BRUCE TURKEL

As CEO of the successful brand management firm, TURKEL, Bruce has been creating and working with valuable brands for over 25 years. He opened his own advertising agency built on the belief that marketing should be well-designed, simple, and should make a client's products and services more valuable.

When you attend one of Bruce's programs you will be entertained and delighted. Of course, you will learn an uncomplicated and memorable way to excel in life as well as in business. Most certainly, you'll get the chance to hear Bruce play his harmonica.

www.bruceurkel.com
www.turkel.info

A jointly hosted program with:



Location
UM Miller School of Medicine
Lois Pope Life Center
1095 NW 14th Terrace, 7th Flr
Miami, FL 33136

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University of Miami: Growth for 2009

UM's Momentum Campaign, launched in 2003 with the ambitious goals of raising \$1Billion, has officially come to a close after surpassing its objective and reaching a total of \$1.4Billion.

Join Bart Chernow, MD for a look into how the Momentum campaign has transformed a dream for the University into a tangible reality for years to come and what we can look forward to in the 2009 year. Virtually every facet of University life has felt the impact of the Momentum campaign -- facilities have been built, world-renowned faculty and key administrators have been recruited and student scholarships have expanded.



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National Higher Education Design Trends:

Technology, life styles, student psychology and faculty teaching styles have altered the college and university classroom.

Make More Valuable Shortlist Presentations. Be informed.

Join Steelcase designers for an inside look into the latest case studies and innovative design trends in the higher educational design market. See what these learning environments have evolved into.

At colleges and universities today a lot of things have changed, and a lot has stayed the same. Students today have very different expectations about what their learning experience and campus life should be about. Teaching styles are different. Technology is embedded everywhere. Yet, there are many classrooms and other environments that look basically the way they did decades ago - we've learned that teaching and learning styles are as diverse as the people you see on campus, which means spaces need to be diverse too.

We'd like to share some of our ideas with you so that you are better prepared for your next pursuit or presentation.

February 3, 2009

February 18 2009

March 24 2009