

Invitation: Climbing the Mountain to Business Growth



How can you make your company, product or brand stand out - creating competitive advantage and improving your bottom line?

After re-branding in November 2009, boutique brewery Mountain Goat had their biggest packaged sales month in their history. The following month, they smashed those sales figures by around 50 per cent and business continues to grow!

Cameron Hines from Mountain Goat credits much of this success to the rebranding project, and to design agency Freeform. 'I have realised that once you have chosen a good design company and once they really understand your brand, you can trust them to go forth and create, knowing they will get the execution right.'

Join our speakers Mountain Goat co-founder Cameron Hines and brand designer Camey O'Keefe of Freeform who will discuss the process they undertook to bring about the project's outstanding success.

What you will learn

- How design can add value to your business
- Practical tips and advice for successfully navigating the design process
- How business and design can successfully work together to achieve positive business outcomes

Speakers

Cameron Hines – Co-Founder and Owner, Mountain Goat Beer
Camey O'Keefe – Creative, Freeform

Who should attend?

This seminar will benefit owners and managers of small to medium businesses looking to gain competitive advantage to stay one-step-ahead of the competition and increase revenue and positive business outcomes.

Date and Time

Wednesday 30 March 2011
6.00 pm to 8.00 pm
Registration: 5.45 pm

Venue

Richmond Town Hall – Meeting Room 3
333 Bridge Road
Richmond

The seminar includes light refreshments and networking opportunities.

Free bookings

RSVP by Friday 25 March 2011
Bookings are essential for catering. Please book early as places are limited.

For more information and speaker biographies please visit: designvic.com

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