

June 11, 2024



## Lunch, Learn & Network

### New Business Branding: Leading with a Competitive Advantage

With hundreds of small businesses offering similar products and services, how do you stand out, stand true to who you are, and reach your target market? It is branding!

Branding is an essential part of showcasing your competitive advantage. For new businesses, those brand seeds start with your logo and images, name and taglines, and grow into your products, packaging, prices, place, promotions and more.

No matter the content you create or promote, or the services or products you offer, branding is the biggest contributor to your company's identity, and how it is perceived.

Come, learn about New Business Branding from Mason SBDC's, Vijay Vaswani and join the Town of Herndon for a Lunch, Learn, and Networking event on Wednesday, June 26th from 12:00 PM -2:00 PM

**Event:** Lunch, Learn and Network: New Business Branding

**Date:** Wednesday, June 26

**Time:** 12:00 - 2:00pm

**Location:** Office Evolution - 205 Van Buren Street, #120

**Cost:** Free!

Space is Limited - Register Today!

[Visit our website](#)

[Contact Us](#)



Town of Herndon | Communications/Economic Devel 777 Lynn Street | Herndon, VA 20170  
US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!

---