



# A REFINED FOCUS TO ENHANCE YOUR CORPORATE BRAND

There's an old proverb that says you're known by the company you keep. It refers to the influence others have on your own reputation... and although it's an ancient text, its relevancy is as strong as ever.

Today organizations strive to present their brands and reputation in a way that aligns with their audience. Their brands are built on how they are perceived and they are influenced by every interaction. Decisions once made with little thought for their affect on the brand must now be given serious consideration.

Consider shareholders and investors—they want to feel appreciated for their investments. For current or potential customers and employees, they too want to feel appreciated. As such, companies must ensure all that they do enhances their brand and reputation for *all* stakeholders.

From the perspective of the Calgary TELUS Convention Centre (CTCC), that includes consideration for where

companies host their corporate events for shareholders, customers and even employees. According to international event planners TGP, "your event venue says much about your organization because it's about first impressions". Choosing to host a staff gala at a lower end pub or hotel may be convenient and cheap, but it likely won't show your staff that they are truly appreciated.

When it's time to bring together stakeholders for your AGM, the venue you choose may say more about your company than you ever thought. A New York based event production firm confirms that "selecting an event venue that doesn't mesh well with your brand values can actually undermine the event and its success".

For the CTCC, our focus on providing a high-end experience for corporate clients and their valued guests is what sets us apart from others. While we understand that we are not the first choice for every event in Calgary, we are the perfect fit for those corporate clients who value an upscale experience that not only protects their brand, but enhances it.