LAURA BEAUPARLANT

Branding Expert for Entrepreneurs

Laura Beauparlant is an award-winning international keynote speaker, an expert on branding and design and the author of *Brand Chemistry*. As the founder and creative director of Lab Creative, her mission is to help ambitious entrepreneurs create strong, memorable brands that consistently attract their ideal clients.

For over 15 years, Laura has helped countless small business owners and entrepreneurs gain confidence and grow their businesses through unforgettable branding.



"Laura presented at the City of Toronto's Small Business Marketing Forum to a sold out crowd. She was engaging, interactive and with many valuable insights for our audience. Her session definitely contributed to the success of our event."

Margie Galarneau, City of Toronto

IT'S ALL ABOUT CHEMISTRY

Why Brands Succeed or Fail

How do you build a business that stands out, is memorable and builds trust with your audience so that your business is the *only* choice? You start by creating an *authentically human brand* – a brand that deeply aligns with your values and those of your ideal client.

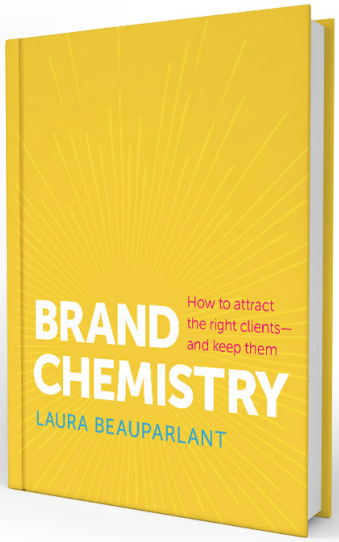
Join Laura Beauparlant for this engaging, interactive and thought-provoking talk and learn what a brand is, what your brand is really saying and why the key to success is chemistry.

BRANDING MISTAKES

And How to Cure Them

You're really good at what you do. But, it takes so much more than just an idea or your incredible skills to start and run a business. Laura shares her experience working with successful small businesses over the last 15 years to help entrepreneurs fast-track their own success.

You'll learn what branding is and why it matters to your small business, as well as 5 of the most common branding mistakes that are costing you money, and how to avoid them to build a strong, memorable business that attracts the right clients.



"This is a must-read for all entrepreneurs or small business owners hoping to take their businesses to the next level."

Courtney Fingar - Editor-in-chief, fDi Magazine, Financial Times Group

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Book Laura to speak at your next event • 647.361.4293 • studio@labcreative.ca • www.labcreative.ca