

Programs

Events

- ⌘ [Event Listings](#)
- ⌘ [Calendar of Events](#)
- ⌘ [Community Calendar](#)

Resources

Education

Communities

News

Contact Us

About ASBA



[Home](#) / [Events](#)

## Events

### Marketing and Sales Executive Connection: Establishing A Brand for Your Small Bus

[ [Details](#) ]

#### Details

Establishing A Brand for Your Small Business

<b>Date:</b>	1.23.06
<b>Time:</b>	9:30am - 11:30am
<b>Location:</b>	ASBA Conference Center 4130 E Van Buren St, Ste 150 Phoenix, AZ 85008 (602) 265-4563 <a href="#">Detailed Map</a>
<b>Cost:</b>	Registration for this event is closed.

**Event Description:** ***Please note that this meeting is 1 week later than our regular scheduled meetings in observance of MLK Day.***

Yvette Craddock, an African-American female and visionary of Click Marketing Solutions, embraces marketing with a passion. Her career as a marketing practitioner spans more than a decade. During this time, Yvette has spent her professional energies developing brands through unconventional approaches. Her acute instinct combined with a strategic approach has successfully generated short and long-term results for many world-class brands. She has secured more than \$2.5 million in media value for her clients.

Her career transitioned from Fortune 500 Corporate America to marketing as the marketing director for The Giorgio Collection. After successfully launching new collections and a new showroom, her marketing focus switched to television advertising. While serving as a nontraditional brand builder and sales account executive for the FOX and Univision networks, she created and/or implemented marketing campaigns for Best Buy, Blockbuster, Disneyland, and many other well-known brands.

Join us to hear Craddock's views on establishing powerful branding.

 [Detailed Map](#)

Registration for this event is closed.