



Media Release

For Immediate Release – January 27, 2009

Branding guru to offer boot camp for Timmins' businesses

TIMMINS: Branding guru Gerry Visca is one of North America's top motivational and creative speakers-and he is coming to Timmins. This Thursday January 29, Gerry will be hosting his **Redchair Branding** boot camp for local businesses, focusing on the strategies and tools that enable professionals to get creative with their businesses.

The book camp is tailored to current business professionals and entrepreneurs with a business plan and is filled with content and advice on the power of marketing, branding and creativity. Gerry is known to companies and audiences as a creative leader and innovator. Fortune 500 CEOs and senior executives call upon Gerry to creatively facilitate large team initiatives in order to draw out the best creative solutions from their teams. An award-winning creative director, Gerry has made several television appearances as a Branding Expert on CBC's *Fortune Hunters*. He is known for his unique approach that is dynamic, high-energy and highly interactive with his audiences and for his ability to engage audiences with practical and inspiring content in the areas of branding, marketing, presentation, technology and personal development. In Gerry's key-notes, he immerses himself and engages the audience with fresh, dynamic content and case studies. He draws from his unique training as an architect and creatively illustrates parallels with branding, marketing, presentation and personal development.

The morning workshop is scheduled to take place from 8:15am to 11am. It is hosted by the Timmins Chamber of Commerce and is sponsored by The Venture Centre and The Business Enterprise Centre. The cost to participate is \$45 for members of the Timmins Chamber of Commerce and \$75 for future members. Please contact the Timmins Chamber of Commerce at 360-1900 to register for the branding boot camp. Boot camp details can be found at www.timminschamber.on.ca/Events/BrandingBootcamp.pdf.

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About the Timmins Chamber of Commerce

With over 750 members, the Timmins Chamber of Commerce is the largest accredited chamber of commerce with distinction in northeastern Ontario. As the "Voice of Business in Timmins" since 1949, our advocacy and policy initiatives focus on ensuring a positive business climate in the City of Timmins.