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How do you build up a city's brand?

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By Kelly Johnson

Much is talked about branding of companies and individuals, but what about a city's brand?

A community's own brand is equally important as it can influence people's decision to visit, go shopping, eat out, support a sports team, or decide to make that city their home, Drexel University Sacramento says.

On Tuesday, the university has organized a free public event at which five top marketing experts will discuss ways that Sacramento's brand will need to be rebuilt for the city to continue thriving, according to a news release.

On hand for the event, which runs from 6 to 7:30 p.m., will be Christine Ault of Christine Ault Communications, Erika Bjork of Augustine Ideas, Sonya Bradley of the Sacramento Convention & Visitors Bureau and Misfit founder Matt Kolbert. Gordon Fowler president and CEO of 3Fold Communications, will moderate. Parking for the event, at One Capitol Mall, Suite 260, is free.

Kelly Johnson covers retail, insurance, marketing and media, manufacturing and distribution, sports business, nonprofits and education for the Sacramento Business Journal.