

Branding The Governor's Conference on Small Business & Entrepreneurship

Forget the economic doom & gloom. California is pushing ahead with innovative plans for the small business and entrepreneurial community. Modeled after the White House Conferences on Small Business, this historic year-end 2008 Governor's Conference was part of the Kaufman Foundation's Worldwide Global Entrepreneurship Week with active participation from 70 organizations in 60 countries. The Governor's conference is the state's centerpiece for California's participation in this global event.

Focus Design was selected to design the brand identity for the conference. This included the logo and brochures, direct mail, print and online marketing communications. Working with our affiliate Excel Meetings, who coordinated and staged the event, a unifying global theme was implemented into a design mix for all conference materials, video, signage and stage settings.

By convening the State's top small business leaders, educators, government officials and leading entrepreneurs; this two-day conference was uniquely different. It incorporated live web broadcasting and global interactivity with a worldwide community. In Los Angeles, the 400 hundred on-site participants were offered real-time voting on key policy issues with Audience Response Technology. This set the stage to create a dynamic and vital network, all within a highly interactive forum. The conference culminated in recommendations for 10 central points to be placed on the Governor's active agenda for 2009.

As we all continue working through the ongoing economic crisis, we're proud to add our creative efforts in helping California set the agenda for a new era of innovative partnerships between government and the small business and entrepreneurial communities that will move us all forward.

Established in 1997, Focus Design is an award-winning brand communications firm that develops strategically driven design and advertising solutions for consumer and business-to-business applications. Focus Design provides exceptional creative work in strategy development, identity, print and package design, advertising, websites, direct response, event and exhibit design - all directed towards building greater awareness for our clients' brands.

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