

Please join us for the sixth meeting
of the CAMA season!

Strategies for Branding, Marketing, and Public Relations

Wednesday, February 10, 2010 • 11:30-1 p.m.
Desert Botanical Garden, Phoenix

Does your institution have a tagline? A logo? A recognizable palette of colors that signifies your institution? Collateral materials with the same look and feel? Come to the Desert Botanical Garden and hear Mark Patel, Director of Marketing and Public Relations, Phoenix Art Museum, and Caesar Chaves, Creative Director, Heard Museum, discuss how your institution can better brand and market itself to the public.

At the Desert Botanical Gardens, see an exhibition of work by one of the best-known and celebrated Native American artists of the 20th century, Allan Houser!

LOCATION AND INFORMATION

The Desert Botanical Garden is located in Phoenix, near Scottsdale and Tempe, on 145 acres in the midst of the red rock buttes of Papago Park. Parking is free and adjacent to the main entrance.

Address and Phone:

1201 North Galvin Parkway
Phoenix, AZ 85008-3490
<http://www.dbg.org>
480.941.1225

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