Imaginasium Announces Coffee/Shop Series Workshop

Green Bay, WI, January 5, 2019 – Imaginasium announces Employer Brand: Aligning HR and Marketing, the second session of a breakfast series called Coffee/Shop. The Coffee/Shop series was created by Imaginasium as a way to share insights on manufacturing marketing, communications and brand strategy. Once a quarter, Imaginasium will invite manufacturing leaders to gather over coffee and complimentary breakfast to discuss the ins and outs of creating a great customer experience that drives culture, draws customers and grows business. The first workshop, Employer Brand 101, took place on October 8, 2019.

In the Aligning HR and Marketing workshop attendees will learn why getting marketing and HR aligned is critical to building a culture that attracts and retains top talent, and hear practical advice on how to get both departments on the same page.

This second installment of Coffee/Shop will be held on January 10th at the Titletown Rail Yard, 320 N. Broadway, Green Bay, Wisconsin 54303 in the Titletown Tap Room on the First Floor. Networking and breakfast will begin at 7:30am, and the workshop will take place from 7:45 am until 8:45 am. There is no cost to attend this event and you can register at www.imaginasium.com/coffee-shop.

Imaginasium is a Green Bay-based marketing and communications firm working with manufacturers to clarify their message, build a culture that believes in the company’s vision, and create marketing that drives customers to action. It’s our focus to help build a consistent customer experience—one that drives business growth and profitability, and generates customer loyalty. We do that by creating understanding of who you are and what you stand for inside your own walls. Then, guided by our Customer Experience Ecosystem framework, we align that story with internal actions and external communications, to help you connect more meaningfully with your customers.

To learn more or register, go to www.imaginasium.com/coffee-shop.

Contact info@imaginasium.com with any questions about this event.