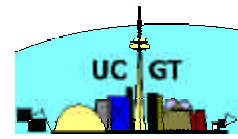




Canadian
Unitarian
Council Conseil
Unitarien
du Canada



UNITARIAN CONGREGATIONS
OF GREATER TORONTO (UCGT)
CLOSE ENCOUNTERS PROJECT

"STARTING THE BRANDING DISCUSSION"

What's our Image?

How do we depict U*Uism and
Canadian U*Us clearly and concisely?

How do we unleash the
POWER of our identity?

What's our Brand?

TOPICS TO BE COVERED:

- What is a "Brand"?
- Why is Branding important?
- What are we branding?
- What is our scope?
- What are the Areas of Impact?
- What is our Process?
- What story do we need to tell?

Let's start the discussion... and start making some decisions!

Thursday April 29, 2004

First Unitarian Congregation of Toronto,
175 St. Clair Avenue West, (Just west of Avenue Road).

2 Alternative Sessions (You choose!):

1:00pm – 3:30pm OR 6:30pm – 9:00pm

PLEASE RSVP TO paola@cuc.ca

Check out www.cuc.ca/gta for more details