



IDDBA WEBINARS | CALL-TO-ACTION WORKSHEET

WEBINAR: What Is the Definition of A Brand Advocate? How Food Brands and Retailers Benefit From Having the Right One In Place **DATE:** October 24, 2023

THE “BIG 5” TOPICS COVERED:

- #1 What is a brand advocate?
- #2 Why do brands and retailers need a brand advocate?
- #3 Keys to finding the right representation
- #4 Generational differences in leadership
- #5 Enhancing the store shopping experience

THE “BIG 5” TAKEAWAYS:

- #1 Understanding different broker options
- #2 Questions to ask, what to look for, desired services, same/similar values
- #3 COVID, work from home, AI, and other influences are changing the game at a fast pace
- #4 How to generate excitement for your products and stores- both internally and externally
- #5 Concrete things that brands and retailers can do immediately to increase their brand awareness and help enhance the store shopping experience