



# INDIANA UNIVERSITY NORTHWEST

SCHOOL OF BUSINESS AND ECONOMICS

## 2014 Business Speakers Series Luncheon

A Fundraiser to Benefit the IU Northwest School of Business and Economics

featuring

**Karen Post**  
*The Branding Diva*®

Thursday, April 24, 2014

Radisson Hotel Star Plaza Grand Metropolitan Room

800 East 81st Ave. • Merrillville, IN

Doors Open at 11 a.m. • Lunch Served at Noon

\$45 per person or \$400 for a table of 10

*(Contribution over the value of lunch ticket \$25 is tax deductible.)*

Please R.S.V.P by April 17, 2014. For more information, email [jematuck@iun.edu](mailto:jematuck@iun.edu).



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## Karen Post Keynote Speaker



**Karen Post** earned the title, The Branding Diva, by being a little crazy, crazy smart - crazy creative and crazy effective. A no-nonsense – tell it like it is – expert, she'll show you how to kick up your business and your bottom line with a distinct brand. Karen is the author of Brand Turnaround and Brain Tattoos, is regularly featured in international news outlets like Fox Business, the New York Times, the Wall Street Journal and Entrepreneur Magazine, and she is a branding practitioner.

A serial entrepreneur too, at 22, she founded an award-winning advertising agency that made her clients millions. In 1994, she founded a successful litigation communication company. In 1999, she founded an Internet start-up she'd like to forget.

Her life and business journey has included ups and downs, victories and defeats all adding to her success and unique experience-rich perspective.

Throughout her career, her work has benefited diverse industries, from start-ups, non-profits to Fortune 500 companies, including: ACNielsen, Celanese, Choice International, Cox Cable and Media, Saudi Arabian Airlines, Chevron, Johnson & Johnson, Bank of America, Xerox, Pepsi, and Procter & Gamble along with many emerging businesses, trade associations, professional athletes, entertainers, and politicians.

## 2014 Business Speakers Series Luncheon

### PAYMENT OPTIONS:

Check is enclosed for \$\_\_\_\_\_.

• Please make check payable to IU Foundation.

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Please print the names(s) of those individual(s) attending:

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Please indicate below any specific seating or dietary requests:

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### Event Sponsor Details

#### PLATINUM SPONSOR ~ \$1,800

TOTAL INVESTMENT WITH TABLE: \$2,000

- Special recognition during the event.
- Your name included as a sponsor in all collateral materials.
- The opportunity to purchase one table for 10 people positioned in the front of the room for \$200.

#### GOLD SPONSOR ~ \$800

TOTAL INVESTMENT WITH TABLE: \$1,000

- Special recognition during the event.
- Your name included as an event sponsor in all collateral materials.
- The opportunity to purchase a table for 10 people positioned near the front of the room for \$200.

#### SILVER SPONSOR ~ \$300

TOTAL INVESTMENT WITH TABLE: \$500

- Special recognition during the event.
- Your name included as an event sponsor in all collateral materials.
- The opportunity to purchase a table for 10 people for \$200.

• Table includes eight corporate representatives and two business and economic students. Your valued support is needed to underwrite this event.

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Campaign Code - NUD0736-14