



Institutionalize your brand to effectively raise capital

November 17, 2015

HERRICK
Committed to Your Success.

 **imagineer**
TECHNOLOGY GROUP

HEDGE CONNECTION

 **UC HS MARKETING**
Communication Alpha®

Panel Speakers



Christopher Greeley
Partner at Herrick, Feinstein LLP



Eric Gruseke
Vice President Marketing at Titan Advisors, LLC



Holly Singer
President of HS Marketing



Lisa Vioni
CEO and Co-Founder of Hedge Connection



Erol Dusi
CEO of Imagineer Technology Group.



JOBS Act...

What you need to know.



Communication Tips and Traps



Effectively Raise Capital



Technology's Role in Sales & Marketing