

October 28, 2011

Branding does not happen by chance. It must be adeptly crafted.

Poughkeepsie, NY: Karen Dipnarine-Saroop, President of [PRiyaCOMM](#), served as a seminar panelist at Marketplace 2011, which was held at the [Ramada Conference Center](#) in Fishkill on October 26. The Marketplace is an annual event of the [Dutchess County Regional Chamber of Commerce](#).

Speaking at the seminar on the topic of branding, Dipnarine-Saroop underlined, “Branding is not a logo! Rather, it is a consciousness, an image, an awareness, an identity that you have created for your business. It is a set of fundamental principles that form a common understanding of what your business is about, and what customers, employees and stakeholders alike can expect to experience when they walk into your business.”

She noted, “The foremost objective of branding is to establish and maintain an emotional expectation with your target audience, so that they will be predisposed to repeatedly select your product or service, and recommend it to others. Branding does not happen by chance. It must be skillfully designed and adeptly crafted.”



From left: Rich Kleban, Debbie Gioquindo, Karen Dipnarine-Saroop, Melissa Calabro, Brooke Moore

Other panelists during this session were [Debbie Gioquindo](#), Melissa Calabro and Brooke Moore. The session was moderated by Rich Kleban of the Dutchess County Regional Chamber of Commerce.