

Discovery

Development

Implementation

**Brand
Refresh
Schedule**



Discovery

2019

March

April

May

June

July

Key dates

■ 3.19
Kick-off mtg
D.C.

■ Annual
Conference
Boston

WTS Board
and Staff

zoom | Review p.o.
site design
and beta

zoom | Review survey
results and
creative brief

Envirolssues

Develop and launch
participate.online (p.o.) site

Develop
creative brief

Membership
Engagement

2 wks
Sentiment survey
wtsbrand.com

■ Report back:
what we heard
wtsbrand.com



Development

2019

August

September

October

November

December

Key dates

■ Chapter Leadership Conference
Denver

WTS Board
and Staff

in-person | Review
3 brand
concepts

zoom | Review refined
concepts and
marketing strategies

zoom | Review draft
brand style
guide

Envirolssues

Develop 3
brand concepts

Refine 2
brand concepts

Develop draft
marketing
strategies

Finalize
marketing
strategies

Brand presentation
to Board and
Chapter leaders

Develop draft brand
style guide and materials

Membership
Engagement

2 wks

Brand and material
needs survey
wtsbrand.com

■ Report back:
brand presentation
wtsbrand.com



Implementation

2020

January

February

March

April

May

Key dates

■ Final Brand Chapter and member rollout

■ Annual Conference Arizona

WTS Board and Staff

zoom | Review final brand style guide and materials

| Celebrate new brand!

Envirolssues

Final brand style guide and materials

Support rollout

Support celebration

Membership Engagement

■ Brand style guide and materials available for download
wtsbrand.com

