

ORION AREA CHAMBER OF COMMERCE



PRESENTS:

LEADING EDGE

Educational Workshop



In Collaboration With:



BRAND LOVE IN ACTION: HOW EMOTION WINS HEARTS AND BUILDS LOYALTY

Presented by:

Lydia Michael

Owner of Blended Collective & Author of Brand Love

Tuesday, June 16, 2026

9 AM-11 AM

SpringHill Suites Detroit Auburn Hills

4919 Interpark Drive, Orion Township, MI 48359



Discover how emotional branding can drive connection, loyalty, advocacy.
In this interactive session, you'll learn how to apply
The Eight Brand Love Stages and the Brand Love Drivers that build strong
customer relationships.

Complimentary Breakfast provided by: SpringHill Suites
Space is limited, please register at:
orionareachamber.com