



# DO YOU REALLY KNOW YOUR AUDIENCE?

- Learn how a little market research can go a long way to connecting with stakeholders, creating a communications strategy, and setting your brand apart.
- Understand the benefits of gathering customer data, including when and how to do it, and hear case studies about companies that used research to create messaging that resonates with new demographics and elevates brand loyalty with current audiences.

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**LIVE**  Wednesday, April 12, 2023  
**WEBINAR**  12 - 1 P.M. PDT

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Register now at :

[LINK TO EVENT](#)

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Free to Mid-Columbia PRSA Members  
\$5 PRSA National Members  
\$10 Non-PRSA Members

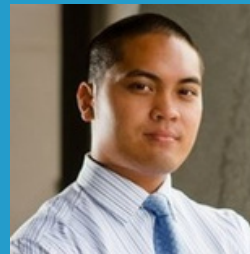
**PRSA**  
Mid-Columbia

## ABOUT THE SPEAKERS



**Aaron Welling**  
CEO of Sonar Insights

Aaron is passionate about driving growth for organizations. He has 20 years of business operations and global strategy consulting experience. Aaron helps clients develop long-term innovation strategies, build new product pipelines, establish new brands and marketing strategies, and create organizational momentum. He has a bachelor's degree in Spanish and an MBA in International Management from Thunderbird School of Global Management.



**Sonny Virakpanyou**  
COO of Sonar Insights

Sonny has over 15 years of experience developing corporate marketing strategies, new brand and product innovations and go-to-market executions. He relentlessly pursues quality insights to guide strategy and innovation to deliver results. Sonny has a bachelor's degree in International Business and Marketing from Washington State University.