

ITC vs. POWERTALK INTERNATIONAL

Now ITC has a new brand name – PowerTalk International. This does NOT mean we have changed the legal name of our organization – it still remains incorporated as International Training in Communication.

The brand name will be used in all promotional activities, especially where it is in any way marketing our organization. The legal entity name, International Training in Communication (ITC) and logo, will only be used on documents which need to have legal standing – that includes contracts, invoices, and receipts.

The best way to promote the brand name is to use it. You can introduce yourself as: “I am a member of PowerTalk International, an organization that delivers coaching in effective speaking.”

Clubs with names that contain ITC can decide if they wish to retain it. For marketing efforts to be most effective, the adoption of PowerTalk International as part of the club name is strongly supported.

We do not encourage the use of a shortened name. Where it would be clumsy to use it in full (for example, when it’s used several times in succession, or in conversation), the short version is PowerTalk International. The initials, PTI, should never be used – either verbally or in writing.

The name used in the Mission Statement, Vision Statement and Pledge should be PowerTalk International. Although ITC remains the legal name, we should use the brand name. The Master Manual will be updated over time.

Stationery, etc. will change. There is a new logo design with the correct application including type and colors available for all clubs to use. The PowerTalk International website, www.powertalkinternational.com, has copies which can be downloaded. A disk can be ordered which contains copies of all letterheads, business cards and compliment slips, showing the correct format. Please use all the new branding styles and materials soon, often and correctly, to help build a strong brand.

We have produced an exciting new brochure, which is available in paper electronic versions. You are welcome to continue using ITC brochures until they run out. You can obtain copies by ordering from the website, or by downloading the electronic version (info@powertalkinternational.com).

Two sets of pins will be used together: (1) Presidents, Vice Presidents Secretaries, Treasurers, Delegate to Council and Parliamentarian are the official officers of ITC. They will continue to wear the ITC Officers’ pins. Accreditation pins will also continue to be used. (2) Other pins serve to identify membership and achievement in the programs and products which the organization markets. Zenith clubs continue to use that brand, they are not affected at all.

To get an in-depth understanding of the new global marketing strategy, please go to www.powertalkinternational.com, then Resources>Convention>Keynote Speech.

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