

# **Bonnie Caver**

**Founder and CEO at Reputation Lighthouse**

Austin, TX, US

Brand + Reputation + Change + AI

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Bonnie Caver is the President and Founder of Reputation Lighthouse, a branding and reputation marketing firm with offices in Denver and Austin. The firm focuses on leading companies to create, accelerate, and protect their brands. A 20-year communications veteran, Caver is a Certified Crisis Manager from the Institute of Crisis Management and is one of few in the world to hold an advanced certification for reputation through the Reputation Institute. Caver is a current member of the International Association of Business Communicators (IABC) Finance Committee, is a past chair of the IABC Southern Region, and was a member of the Brand Task Force. Caver enjoys the role of mentor for young professionals and is a frequent speaker on branding, reputation, and thought leadership topics.

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Keynote, Moderator, Panelist, Workshop, Corporate Training

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Social Media, Sport - Amateur, Advertising/Marketing, Public Relations and Communications

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Ethics, Corporate Social Responsibility, Online Reputation Management, Thought Leadership, M&A, Culture, Brand, Reputation, Communications Planning, Internal Communications, Marketing Communications, Crisis Communications, Reputation Management, Brand Advocacy, Culture Alignment, M&A Communication, Crisis and Issues Management, Reputation Building, Ethics & Values

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International Association of Business Communicators, Easter Seals

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## **Preparing Your Brand for Sale**

Brand and reputation can account for as much as 50 to 75 percent of a company's market value. In this session, we will provide key areas of focus to help companies maximize that value prior to putting the company on the market. In doing so, companies make themselves more marketable for the sale as well as have the opportunity to increase negotiation leverage and garner a higher price.

## **Is Your Brand Insulated?**

Whether you are running a campaign, gaining support for a major initiative, looking for funding, or managing an established company, your reputation with stakeholders can make for smooth sailing or an uphill battle. In this session, we'll learn about what you can do every day to improve your reputation and make the reputation you have positively impact the bottom line. We'll also look at how to insulate your reputation so that you survive the daily hurdles of business and come out even better on the other side of crisis.

### **The 6 Cs of Branding for HR Professionals**

Branding is becoming part of the HR vernacular. Whether you are creating an internal brand for your employees, elevating your brand within an organization, or taking on the brand of your company through recruiting and corporate social responsibility/community relations initiatives, HR has inherited a seat at the corporate branding table. In this session, attendees will learn how their role in an organization is essential to creating a living brand and driving reputation for the company. We will explore the concepts around branding beyond marketing, learning how branding is actually a leadership function that is building trust currency for all stakeholders of a company both internal and external. We'll dive into six key focus areas including culture, communication, community, crosswalk, compliance, and crisis. The session will be a combination of principles and case studies created to provide takeaways that can be implemented immediately within an organization.

### **The Ultimate Differentiator**

Reputation is a key to gaining competitive advantage and can be the Ultimate Differentiator for your brand in the marketplace. Brands have an opportunity to skillfully architect and insulate their reputation through culture, a living brand, customer journeys, and thought leadership. In this session, we'll guide attendees to think beyond traditional reputation management strategies in order to set their organizations apart. We'll look at the relationship between culture, brand, and reputation and how communication ties it all together.

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### **Reputation By Design**

International Association of Business Communicators (IABC) World Conference

### **Hot-Button Issues: Case Studies and Working with the Media on Them**

CoSIDA Annual Convention

### **Creating Your Culture and Building Your Team**

CoSIDA - SIDEARM Sports Leadership Forum

### **Brand Creation and Protection**

WeWork Lunch & Learn

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### **University of North Carolina at Chapel Hill**

B.A. Journalism

### **Institute for Crisis Management**

Certification Crisis Management

### **Reputation Institute**

Certification Advanced Reputation Management

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