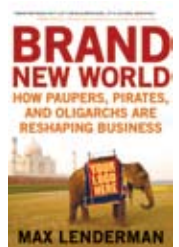


Canada's Marketing & Innovation Forum



SETH GODIN
Leadership & Creativity

DAN HEATH Strategy
& Communications

MITCH JOEL
Digital Marketing
& Social Media

SALLY HOGSHEAD
Persuasion & Influence

MAX LENDERMAN
Branding & Experiential
Marketing

JAMES OTHMER
Advertising & Branding





“Godin is endlessly curious, opinionated and knowledgeable on a wide variety of subjects. He is a relentless marketer ...and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function.”

- Miami Herald

The World's Foremost Marketing Guru & Business Week's "Ultimate Entrepreneur for the Information Age," Seth Godin is a best-selling author, entrepreneur and agent of change. Named one of the top 21 speakers for the 21st century by Successful Meetings Magazine, Godin draws on his best-selling books and years of being a marketing pioneer to bring audiences of all kinds to their feet.

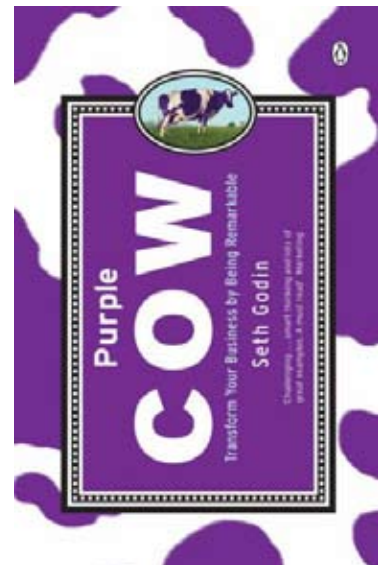
In this enlightening lecture program, Godin focuses on the creative thinking necessary for a business to create a "purple cow"—an offering that stands out from the crowd and causes customers to take notice. Using real-world examples from extremely successful companies, Godin reveals the benefits of using creative, remarkable thinking to transform business ideas and practices. Godin explores how ideas spread, why the stories companies tell matter, why treating customers with respect pays off and how these and other business decisions determine whether your business becomes invisible or remarkable.

After receiving his MBA from Stanford University; Godin was named Brand Manager at Spinnaker Software. In 1995 Godin founded the breakthrough internet company Yoyodyne, which by 1998 was the #1 creator of direct mail and promotions on the web with clients as diverse as AT&T and Sketchers' Shoes, Yoyodyne created campaigns that went far beyond websites. In 1998, Yoyodyne was sold to Yahoo!, with Godin taking over as Vice President of Direct Marketing for the Internet giant.

Godin left Yahoo! in January 2000 to pursue his work as a change agent full time.

WHAT YOU WILL LEARN...

- Transform Your Business by Being Remarkable
- Permission Marketing : Turning Strangers Into Friends And Friends Into Customers
- The Power of Telling Authentic Stories in a Low-Trust World
- Is Your Marketing out of Sync?
- Why Smart Companies Abandon Worry and Embrace Change
- Are You Indispensable?





Dan Heath is the co-author, along with his brother Chip, of the book *Made to Stick: Why Some Ideas Survive and Others Die*. *Made to Stick* is a *Business Week* and *New York Times* bestseller, and it has been translated into 23 languages, including Thai, Arabic, and Lithuanian. Amazon readers voted it one of the top 100 books of 2007, and Amazon editors named it the #2 business book of the year.

Dan co-authors a monthly column for *Fast Company* magazine and serves as a Consultant to the Policy Programs at the Aspen Institute. He has taught and consulted on the topic of “making ideas stick” with organizations such as Microsoft, Macy’s, Nestle, and the American Heart Association.

Prior to joining the Aspen Institute, Dan conducted research and wrote case studies for Harvard Business School, and more recently, he worked and taught in the executive education division of Duke University. Dan is also the co-founder of a startup textbook publishing company in Austin, TX, called Thinkwell—Thinkwell will celebrate its 10th anniversary this fall.

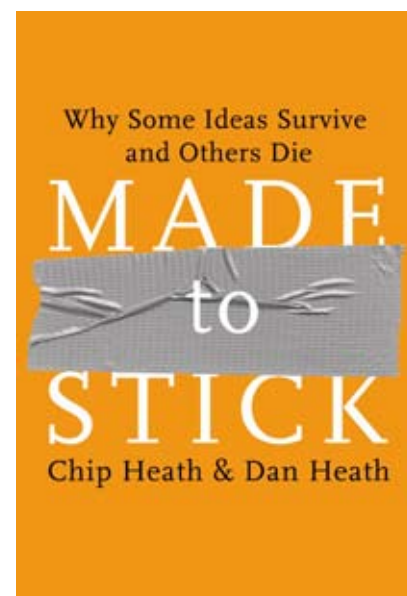
Dan received a B.A. from the University of Texas and an MBA from Harvard Business School, and he now lives in Raleigh, NC. A proud geeky moment for Dan was his victory in the 2005 *New Yorker* Cartoon Caption context, beating out 13,000 other entrants.

“That rare instance of a formula biz book backed up with dozens of compulsively readable theories, studies, and surveys.”

- *Fast Company*

WHAT YOU WILL LEARN...

- **Simplicity:** Simplify your message. Simplicity isn’t about dumbing down, it’s about prioritizing
- **Demand before Supply:** Before your message can stick your audience must want it
- **Credibility:** How to create credibility in an untrusting market place
- **Emotion:** How to enter the emotional realm, emotions lead to actions
- **Stories:** Driving action through the power of stories





When Google wanted to explain online marketing to the top brands in the world, they brought Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the “Rock Star of Digital Marketing” and called him, “one of North America’s leading digital visionaries.” In 2006 he was named one of the most influential authorities on Blog Marketing in the world. Mitch Joel is President of Twist Image - an award-winning Digital Marketing and Communications agency. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a Blogger, Podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing insights on digital marketing and personal branding. In 2008, Mitch was named Canada’s Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly-prestigious Canada’s Top 40 Under 40 (recognizing individuals who have achieved a significant amount of success but have not yet reached the age of 40).

Joel speaks frequently to diverse groups like Starbucks, Microsoft, Procter and Gamble, Hewlett Packard and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins and Dr. Phil.

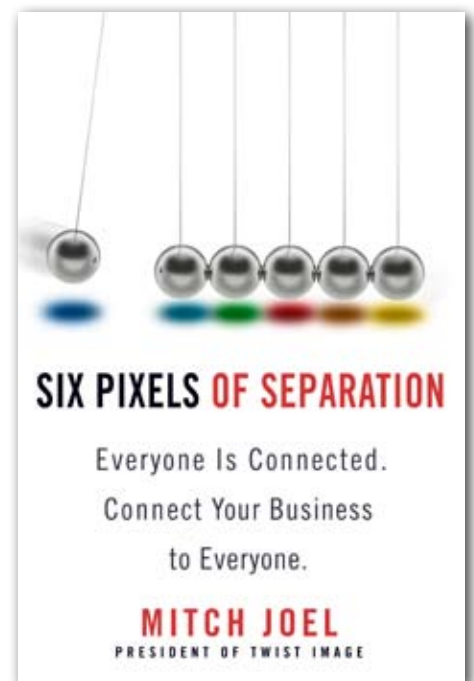
Joel is frequently called upon to be a subject matter expert for CTV National News, Canada AM, CBC Newsworld, Marketing Magazine, Strategy, The Globe & Mail, The National Post and many other media outlets. His newspaper business column, New Business - Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun, and his monthly column, Ultraportable, is featured in enRoute Magazine. His first book, Six Pixels of Separation, named after his successful Blog and Podcast was published in September of 2009.

“Mitch Joel’s presentation helped us to see that we needed to change the paradigm of how we interacted with our customers. His ideas and insights have led us to new concepts in the development of our brands.”

- Pfizer

WHAT YOU WILL LEARN...

- How to “burn the ships” and rethink marketing in a connected world.
- Mind-blowing stats about the online world and what people are doing/saying about your business.
- How to thrive in a world where anyone can (and is) saying whatever they want about your brands, products and services.
- Why “why?” is a much more important question to ask your teams than “what?”
- How to understand what “control” means in a digital world.
- Why traditional advertising is making us all more irresponsible than ever before.





Max Lenderman is Executive Creative Director at GMR Marketing, the largest experiential marketing company in North America, where his work has won numerous industry recognitions, the latest including the 2009 Effie Award and the 2007, 2008 and 2009 Ex Awards. He previously founded and ran Gearwerx Experiential Marketing, Canada's premiere experiential marketing agency, with offices in Montreal and Toronto.

After returning from the US Peace Corps where he drilled wells in Chad, Lenderman began his career in New York City as a marketing journalist for a number of leading trade magazines such as Cable World, Beverage World, Impact and Periscope.

Lenderman's breakthrough publication, *Experience the Message: How Experiential Marketing is Changing the Brand World*, was a Business Book of the Year Finalist in 2006, and was translated into Spanish in 2008. His latest book, *Brand New World: How Oligarchs, Paupers and Pirates Are Changing Business*, shares groundbreaking marketing strategies and business models that every savvy marketer and corporate visionary needs to understand.

He has been interviewed by dozens of news agencies on the subjects, most notably including The National Post, The Financial Post, The Globe and Mail, Report on Business TV, CTV, NOW, The Hour, Marketing Magazine, Profit Magazine, the Montreal Gazette, CBC Radio: The Sunday Edition, and is a former columnist for Strategy Magazine.

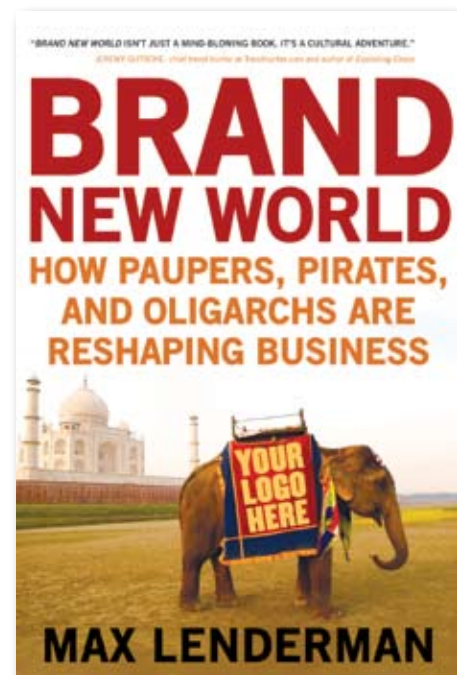
Lenderman is a founding board member of the International Experiential Marketing Association (IXMA) and is a sought-after public speaker on the subjects of strategic branding, experiential marketing and global business trends.

"A must-read book for anyone wanting to participate in the marketplace of the future."

- Tony Chapman, CEO, Capital C

WHAT YOU WILL LEARN...

- Learn how oligarchs are using radical advertising and marketing tactics to launch brands and reinvent products.
- Dive into the multi-billion-dollar racket of brand fakery at Silk Street, the epicenter of piracy and counterfeiting in China, and learn how pirates are reshaping brands around the world, and what brands are doing to combat and co-opt them.
- Learn the secrets of success to marketing and advertising to four billion poor people in this world by examining how brands and products reach the hinterland of India, which has the world's largest poor population.
- Find out the strategies and ethos that are driving the future of marketing and advertising in the global marketplace.





Nine seconds. That's the length of the average attention span today. Just nine seconds! People become distracted by the next product, the next ad, the next option. How can you possibly hold your customers' interest long enough to shape their opinion? How can you break through the clutter to nail your next sales call, or motivate your internal team? For that matter, how can you influence any decisions?

You need a new way to communicate, and Sally Hogshead has it. Her message is very new – and in a nine second world—very timely. Business has changed, the world has changed, and Sally shows audiences how to stay ahead. Her message is unique, provocative, and entirely of-the-moment. Using original content and proprietary research, she leads audiences on a fast and furious journey through business, behavior, culture, and trends. She shows participants where it's all going, what it means for them personally, and how to use it to their advantage.

Sally's speaking style is as fascinating as her content. She electrifies audiences, holding them rapt from the first 9 seconds to the last. Audiences connect with her on a personal level because she interacts with the entire room, bringing volunteers onstage, leading exercises, and serving it all with inspiration and wit.

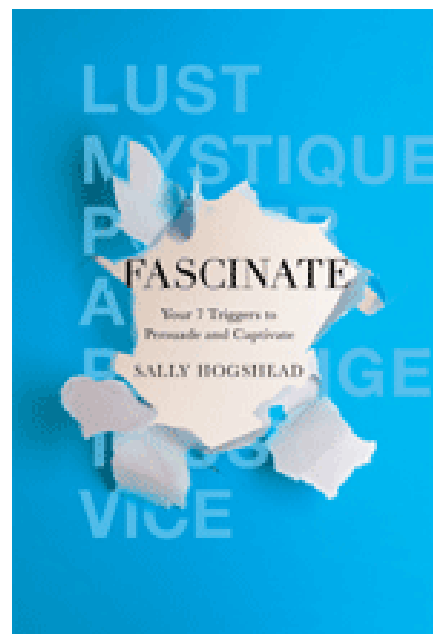
In her second year in advertising, Sally won more awards than any other copywriter in the U.S., and was called "the most successful junior copywriter of all time." More recently, Sally's work has been awarded the \$100,000 Grand Kelly prize for MINI Cooper, featured in "Best Ads on TV," and invited into The Smithsonian's National Museum of American History. At age 27 she opened her first ad agency when she founded the West Coast office of Crispin Porter + Bogusky in the dual role of creative director/managing director.

"Hogshead's powerful strategies will teach you how to drive your own success, by having the fearlessness, daily courage, and curiosity to jump in the deep end and swim with real purpose"

- Lee Ann Daly, Executive VP of Marketing at ESPN

WHAT YOU WILL LEARN...

- 7 triggers to persuasion and captivation: Power, Lust, Mystique, Prestige, Alarm, Vice, and Trust.
- How marketing has changed and what you can do about it
- How to fascinate your audience; leave them wanting more!
- Learn the decision making process and how to implement it into the marketing mix
- How to provoke strong and immediate emotional reactions
- How to make your marketing messages more fascinating





Author of *Adland: Searching for the Meaning of Life on a Branded Planet*, and *The Futurist* James P. Othmer has spent his professional career at the intersection of art and commerce, old and new media. As a creative director at Young & Rubicam Advertising in New York, this 20-year agency veteran created brand narratives and award-winning commercials for some of the world's most powerful corporations, including Citi, AT&T, Dannon and Colgate.

Despite his incessant, diva-esque whining that the demands of "career" were preventing him from pursuing his true calling as a novelist, it was this very job, he grudgingly acknowledges, that provided him with the opportunity to travel the world and meet some of the world's most interesting and innovative people, from artists and musicians to four-star generals, web designers, CEOs of Fortune 500 Companies and yes, Carrot Top. All of the above also exposed him to a steady diet of geopolitical absurdities and moral incongruities that eventually gave voice to his acclaimed first novel *The Futurist*. The *Washington Post* wrote, "If Othmer is spilling this many insider secrets, The Powers That Be must want him to – or he's a dead man." His latest, the non-fiction title *Adland: Searching for the Meaning of Life on a Branded Planet*, takes a clear-eyed look at the past present and future of branding. *Adland* was named a Best Business Book of 2009 by *Fast Company Magazine* and was a Hudson Booksellers Best Book of the Year.

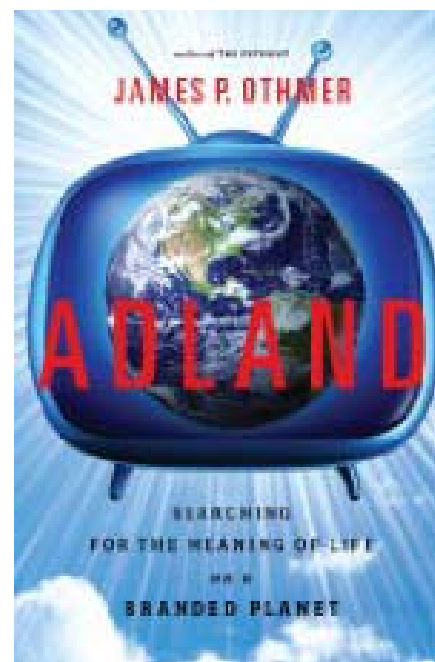
A journalist with an MFA in Creative Writing from New York University, where he studied under E.L. Doctorow, he's a *New York Times* Op-ed contributor whose essays on popular culture and branding have appeared in *Esquire*, *The Washington Post*, *Forbes*, *Conde Nast Portfolio*, *Advertising Age* and *Publishers Weekly*. His short story *The Futurist* was published in *The Virginia Quarterly Review* and was a finalist for the National Magazine Award in Fiction.

"Liar's Poker meets The Tipping Point meets Mad Men—a hilarious, personal, and sneakily profound chronicle of the past, present, and future of the advertising business."

- Forbes

WHAT YOU WILL LEARN...

- Technological and cultural triggers in the evolution of branding, from persuasion through engagement, through advertising yet to come.
- Why some brands are winning and some are losing the critical battle for authenticity.
- Why advertising is a tension between art, commerce and ethics.
- Pros and cons of consumer-driven, immersive, imbedded utility and now trans-media based branding approaches.
- The roots, triggers and implications of the coming revolution in narrative branding.



Who Should Attend ...

Account Executives
Advertising Coordinators
Advertising Directors
Advertising Managers
Art/Creative Directors
Brand Managers
Category Managers
Communications Co-ordinators

Communications Managers
Consultants
Digital Marketers
Direct Marketers
Directors of Marketing
Events Coordinators
Marketing Analysts
Marketing Assistants

Marketing Coordinators
Marketing Managers
Marketing Representatives
Media Relations/Publicists
Online Marketers
Product Managers
Vice Presidents, Business Dev.
Vice-Presidents, Marketing

What People Are Saying ...

"The best one day seminar I have ever attended!"

B. Humphries - Account Manger, Sierra Systems

"This series blew me away. The quality and quantity of speakers is unmatched by any other event I have ever seen."

D. Grieve - Sinclair-Cockburn Financial Group

"It was an inspiring event which came at the right time to inject me with new energy!"

M. Williams - Account Manger, Zoomer Media

"A solid day of learning. I left with info I could use and the motivation to use it."

J. King - Look Communications Inc.

Featured Clients ...

3M
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Aviva
Bell Canada
BMO
BMW
CAA
Chanel
Cineplex Media
Cintas
Cisco Systems

CTVglobemedia
Direct Energy
Ernst & Young
Expedia
Government of Canada
Heinz
Hewlett Packard
Hilton Hotels
Honda
HSBC
Hyatt
IBM
Investors Group

Konica Minolta
L'Oreal
McCain Foods
Metroland Media Group
Microsoft
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Moneris Solutions
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Rogers Communications
Royal Sun Alliance
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Siemens
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The Brick
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UPS
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WestJet
Yellow Pages Group

General Admission ...

This investment will give you access to this once-in-a-lifetime gathering of marketing thinkers with seating available on a first come, first seated basis

- General Admission Ticket - \$399 plus GST
- General Admission Groups (3 or more) - \$349 each plus GST

VIP Pass ...

Experience The Art of Marketing to its fullest! This exclusive investment allows you to fully maximize your experience and extract the most value and content from this once-in-a-lifetime event.

- VIP Admission Ticket - \$499 plus GST
- VIP Admission Groups (3 or more) - \$449 each plus GST

Includes:

- Reserved premier seating in rows 1-5
- Separate VIP entrance
- Access to the exclusive VIP Luncheon
- VIP Delegate Bundle including copies of:
 - Seth Godin - *Linchpin!*
 - Dan Heath - *Switch*

Groups ...

For groups of 3 or more, tickets must be purchased together to qualify for preferred pricing.

Reserved seating is also available for groups of 20 or more. For further details on seating arrangements and other group assistance please contact your "Art of..." representative today.



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*please make all cheques payable to The Art of Productions Inc.

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Name

Email

2 _____	_____
3 _____	_____
4 _____	_____
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CANCELLATION POLICY: Tickets are non-refundable. If you are unable to attend, tickets may be transferred to another person or to a future event.
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