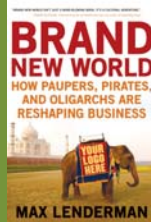
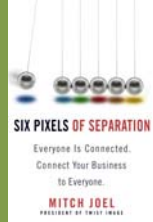
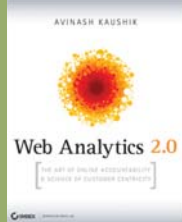
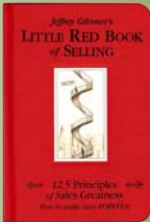
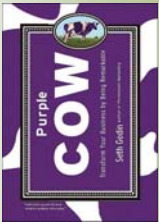


French Simultaneous Translation Available

Canada's Marketing & Innovation Conference

September 30th, 2010 | 9:00AM – 5:00PM
The Palais des congrès de Montréal



Seth **Godin**
Leadership & Creativity

Jeffrey **Gitomer**
Customer Loyalty & Sales

Avinash **Kaushik**
Brand Measurement: Metrics & Analytics

Mitch **Joel**
Digital Marketing & Social Media

Max **Lenderman**
Branding & Experiential Marketing

Andy **Nulman**
Strategy & Innovation

ABOUT...

Building on the success of the **SOLD OUT** Toronto & Calgary programs, this one day conference features six internationally renowned bestselling authors and leaders, who will share an exciting blend of cutting edge thinking and real world experience on today's most critical marketing issues. Don't miss out on your chance to be a part of history and network with over 1,200 of Canada's most influential marketers.

WHY?

Developed to answer the questions currently facing your organization The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views, interacts and positions your brand in a crowded marketplace.

WHEN?

Thursday, September 30th, 2010
9:00AM – 5:00PM

WHERE?

The Palais des congrès de Montréal
201 Avenue Viger Est
Montreal, Quebec
H2Z 1X7

Phone: (514) 871-3170

Web: congresmtl.com



AGENDA...

08:30AM	DOORS OPEN
09:00AM – 09:10AM	OPENING REMARKS
09:10AM – 10:00AM	MITCH JOEL
10:00AM – 10:15AM	BREAK
10:15AM – 11:45AM	SETH GODIN
11:45AM – 01:00PM	LUNCH
01:00PM – 01:50PM	AVINASH KAUSHIK
01:50PM – 02:40PM	MAX LENDERMAN
02:40PM – 03:00PM	BREAK
03:00PM – 03:45PM	ANDY NULMAN
03:45PM – 05:00PM	JEFFREY GITOMER



Who Should **ATTEND...**

Account Executives	Communications Managers	Marketing Coordinators
Advertising Coordinators	Consultants	Marketing Managers
Advertising Directors	Digital Marketers	Marketing Representatives
Advertising Managers	Direct Marketers	Media Relations/Publicists
Art/Creative Directors	Directors of Marketing	Online Marketers
Brand Managers	Entrepreneurs	Product Managers
Category Managers	Marketing Analysts	Vice Presidents, Business Dev
Communications Co-ordinators	Marketing Assistants	Vice-Presidents, Marketing

What People Are **SAYING...**

"Fantastic Conference! I can't wait to incorporate the ideas and approaches presented. The speakers were amazing. Great, informative and motivational day."

*Cinnamon Cantwell – Marketing Manager,
The Economical Insurance*

"A fantastic presentation of excellence in marketing. Informative and well structured, I will value the information I absorbed and debate the thought provoking questions left at the end of the day."

*Melissa Prince - Communications Specialist,
STAPLES Advantage*

"One of the most valuable days I've spent in a long time!"

Bob Weeks – Vice President, ScoreGolf

"Insightful, relevant & interesting learning's from the change leaders & thought makers! Good selection of speakers & cultural observers."

Elizabeth Wetzel – Director Advertising Sales, Lavalife

"A tremendous opportunity to take a one day snap shot of great ideas in the areas of marketing, corporate and personal development"

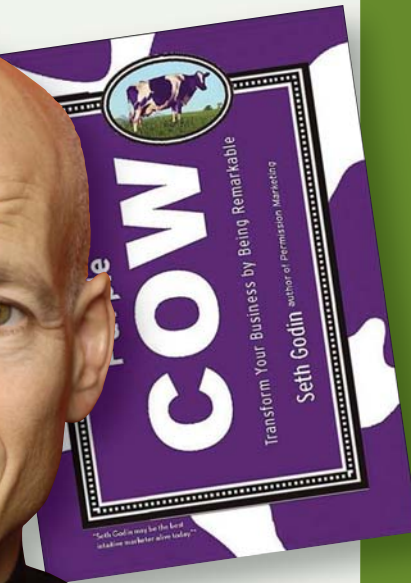
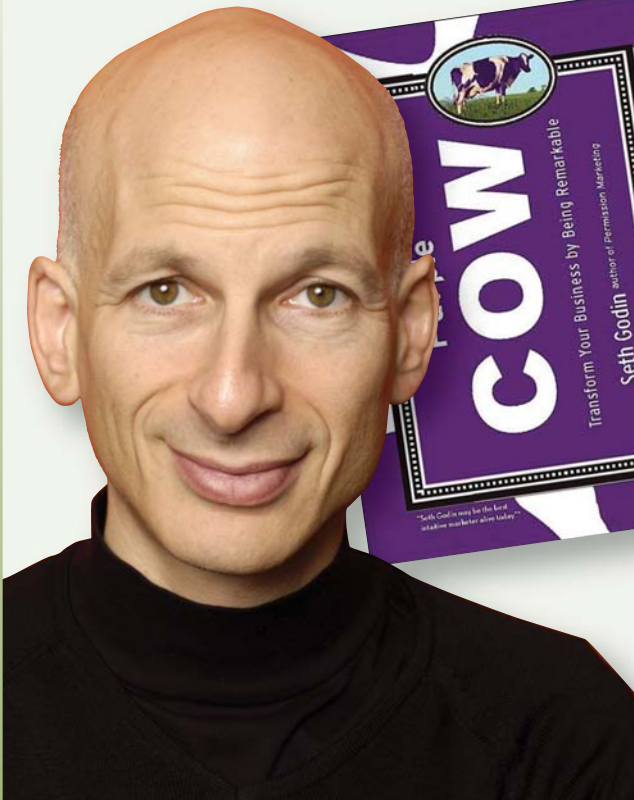
Dean McIntosh – Director Marketing, Hockey Canada

"The Art of Marketing was an event filled with inspirational speakers and ideas. Some of the industry's top talent shared their secrets of success and visions for the future – INVALUABLE!"

*Will Eagle – Sr. Digital Marketing Manager,
Scotiabank*

Featured **CLIENTS...**

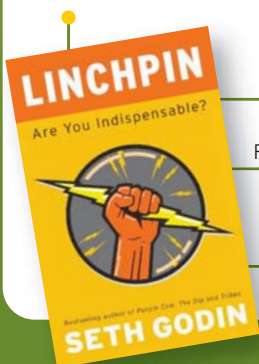
3M	Direct Energy	L'Oreal	Rogers Communications
Ajilon	Ernst & Young	Maritz Canada	Royal Sun Alliance
Allstream	Expedia	McCain Foods	Scotiabank
AON	Government of Canada	Metroland Media Group	Siemens
Aviva	Heinz	Microsoft	Sony Canada
Bell Canada	Hewlett Packard	Molson Canada	Staples
BMO	Hilton Hotels	Moneris Solutions	TD Financial Group
BMW	Honda	NBA	TELUS
CAA	HSBC	Panasonic	The Brick
Chanel	Hyatt	Purolator	Toromont CAT
Cineplex Media	IBM	RBC	UPS
Cintas	Investors Group	RE/MAX	Warner Brothers
Cisco Systems	Konica Minolta	Ricoh	WestJet
CTVglobemedia	KPMG	Research In Motion	Yellow Pages Group



Leadership & Creativity

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?



Released in February 2010

Linchpin: Are You Indispensable?
is already a NY Times & Wall Street
Journal bestseller.

Seth Godin

New York Times Best-Selling Author,
Purple Cow, Tribes & Linchpin

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 bestselling books and years of being a marketing pioneer to bring audiences of all kinds to their feet.

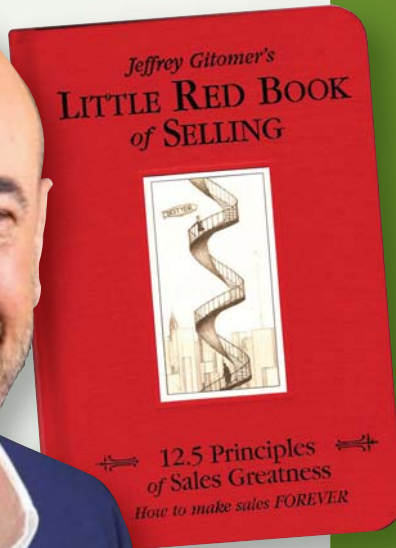
Godin's first book *Permission Marketing*, was a New York Times best-seller that revolutionized the way corporations approach consumers. *Fortune* Magazine named it one of their Best Business Books and *Promo* magazine called Godin "The Prime Minister of Permission Marketing." *Purple Cow*, the #1 best-selling marketing book on Amazon in 2003, taught marketers the value of standing out from the herd. *Free Prize Inside*, released in 2004, related practical advice on how to put *Purple Cow* thinking to work inside your organization to make changes. In *All Marketers Are Liars* Godin reveals that today's consumers need more than traditional marketing—they need to be told a story about the product. *Meatball Sundae* revisits some of his most popular marketing advice, while emphasizing that it can't just be applied with reckless abandon. *The Dip* is a short manual on quitting. Godin explains when to quit and when to stick with it, even if you hit a dip. *Godin's Tribes: We Need You to Lead Us* is another best-seller. It argues that leadership is the best marketing tactic to any organization. In a world that's getting smaller by the day, it's the leaders that have the ability to make things happen and do the most good.

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.

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.

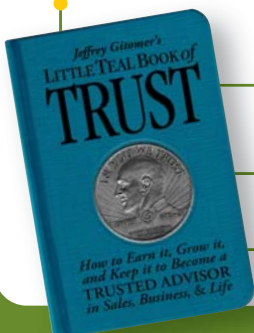
- Miami Herald



Customer Loyalty & Sales

WHAT YOU WILL LEARN...

- Understanding buying motives
- The Life-Long Learning Formula
- It's NOT work, it's NETWORK
- The Loyalty Formula
- Creating a real difference between you and other companies
- How much is one customer worth?
- The relationship -- How to build it
- The difference between satisfied and loyal customers
- The value of memorable actions
- The personal side of customer service - The NEW rules of the game
- Gitomer's list of "Things Customers Want...NOW!"



Released in February 2009

The Little Teal Book of Trust
is a NY Times bestseller

Jeffrey Gitomer

New York Times Bestselling Author,
The Sales Bible & **The Little Red Book Of Selling**

Gitomer Defined [git-o-mer] noun

1. a creative, on-the-edge, writer and speaker whose expertise on sales, customer loyalty, and personal development is world renowned.
2. known for presentations, seminars and keynote addresses that are funny, insightful, and in your face.
3. real world.
4. off the wall.
5. on the money.
6. gives audiences information they can take out in the street one minute after the seminar is over and turn it into money.

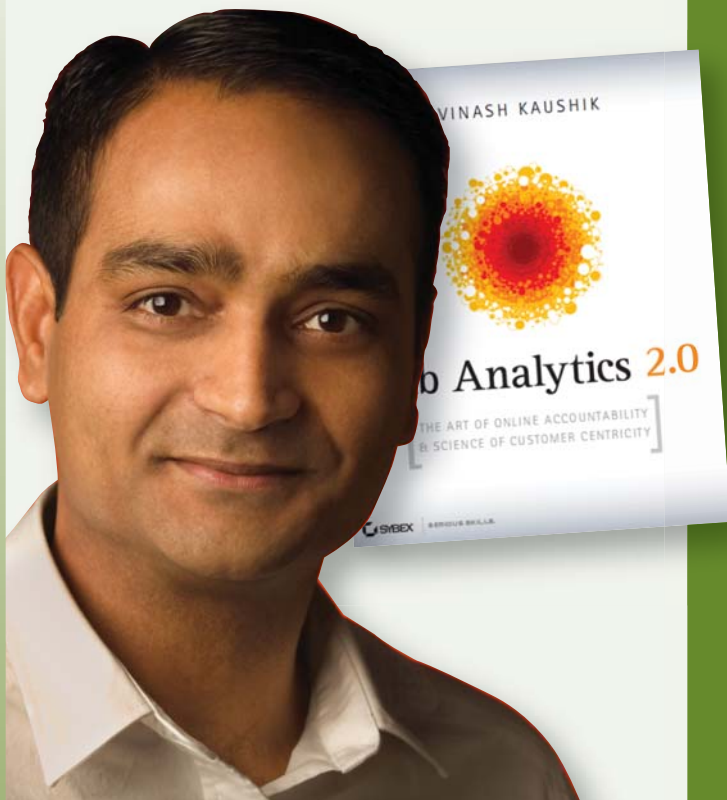
Salespeople, marketers, and people who serve customers, are looking for new information about their everyday situations, interactions, opportunities, problems, and challenges. In short, anyone attending a seminar is looking for ANSWERS.

Speaking and training more than 150 times a year, Jeffrey Gitomer provides answers, informs, challenges, and entertains professionals for companies like BMW, Cingular Wireless, Coca Cola, DR Horton, Hilton Hotels, NCR, BNC Mortgage, Ferguson Enterprises, Liberty Mutual, Principal Financial, and hundreds of others.

Gitomer's seminars focus on the self-evaluation of individuals and deliver pragmatic, real-world information that is easy to understand and use. He is the bestselling author of The New York Times best-seller *The Sales Bible*, *The Little Red Book of Selling* and *The Little Red Book of Sales Answers*. All of his books have been number one best sellers on Amazon.com, including *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Patterson Principles of Selling*, and his latest best-selling books *The Little Black Book of Connections* and *The Little Gold Book of YES! Attitude*. Jeffrey's books have sold more than a million copies worldwide.

Jeffrey combines tremendous research, talent and ability to immediately relate to any audience to have maximum impact.

- Rod Beeler, Vice President, Caterpillar



Brand Measurement: Metrics & Analytics

WHAT YOU WILL LEARN...

- How to become more data driven when it comes to your online marketing
- How to take the guessing out of what creative, image, offer, product will connect with your customers
- How the web empowers you to take risk, learn from your mistakes quickly, unearth your competitor's strengths and weaknesses, listen to your customers and understand their behaviour like never before
- How to change the way you think about online data
- How to revolutionize your company's digital existence

Avinash Kaushik

New York Times Bestselling Author,
Web Analytics 2.0 & *Web Analytics: An Hour a Day*

Avinash Kaushik is the co-Founder of Market Motive Inc and the Analytics Evangelist for Google.

Through his blog, Occam's Razor, and his best selling books, *Web Analytics: An Hour A Day* and *Web Analytics 2.0*, Avinash has become recognized as an authoritative voice on how marketers, executives teams and industry leaders can leverage data to fundamentally reinvent their digital existence.

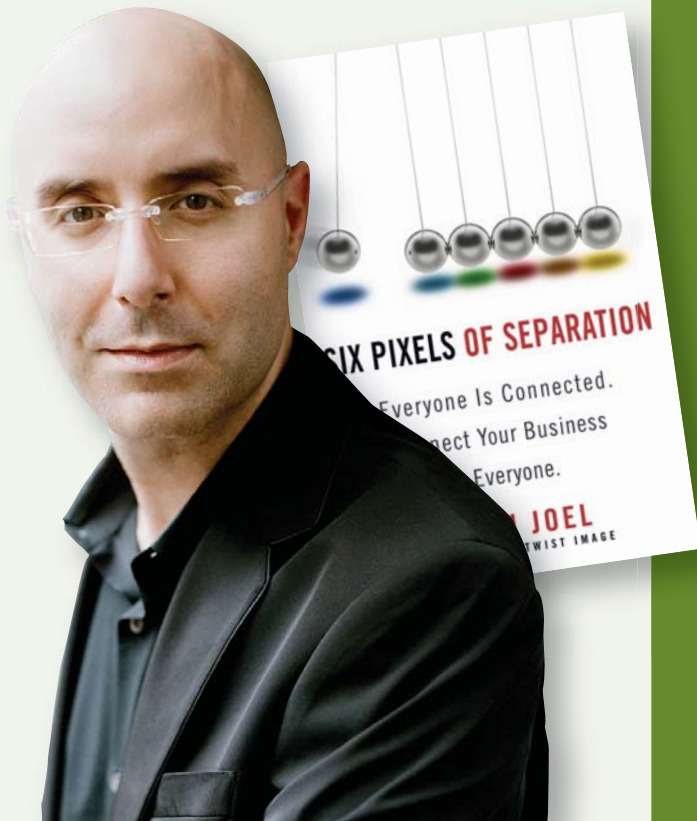
Avinash puts a common sense framework around the often frenetic world of web analytics and combines that with the philosophy that investing in talented analysts is the key to long-term success. He passionately advocates customer centricity and leveraging bleeding edge competitive intelligence techniques.

Avinash has received rave reviews for bringing his energetic, inspiring, and practical insights to companies like Unilever, Dell, Time Warner, Vanguard, Porsche, and IBM, as well as delivering keynotes at a variety of global conferences, including Ad-Tech, Monaco Media Forum, iCitizen, JMP Innovators' Summit, MeasureUp and Web 2.0. He also lectures at major universities such as Stanford University, University of Virginia and University of Utah.

Avinash recently received the 2009 Statistical Advocate of the Year award from the American Statistical Association.

“Avinash is a brilliant strategist and is an expert in understanding how web analytics can be used to truly benefit a company. His ability to convey his philosophies with such enthusiasm make him a great speaker for any event.”

- Fortune Interactive



Mitch Joel

Bestselling Author, *Six Pixels of Separation*

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.

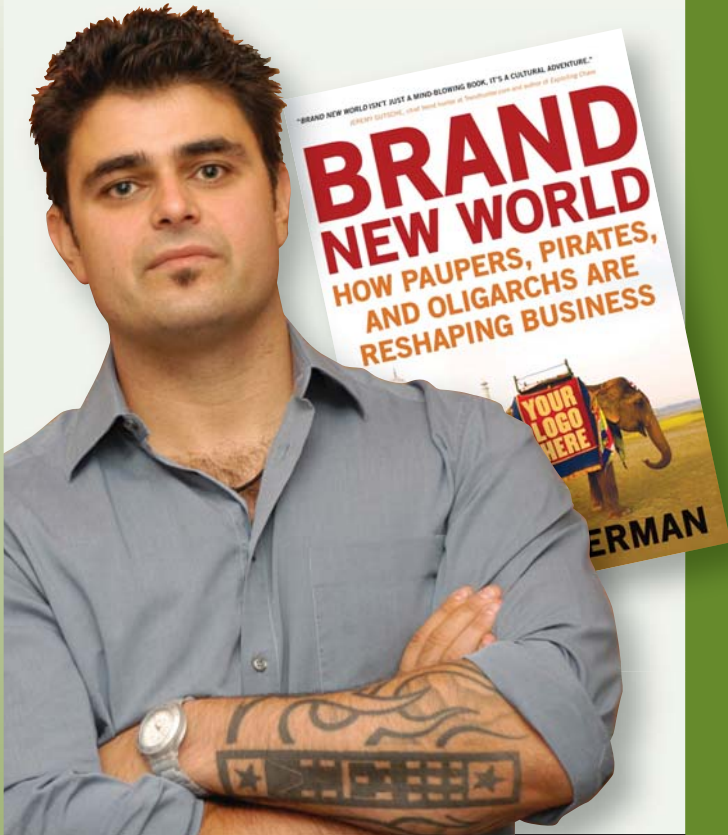
Digital Marketing & Social Media

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

“ 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



Max Lenderman

Bestselling Author,

Brand New World & Experience the Message

A pioneer in the field of experiential marketing, Max Lenderman encourages businesses to look beyond traditional communication to get customers interacting with and living their brands.

Max Lenderman is Director of OuterActive at Crispin, Porter + Bogusky, the most awarded advertising agency of the 21st century. He is the former 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.

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*. He also contributed frequently to youth lifestyle magazines such as *High Times*, *Pop Smear* and *Hemperor*. In 1999, he founded and helmed Gearwerx Experiential Marketing, one of the first experiential agencies in Canada, with offices in Montreal and Toronto.

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 has been cited as "the best book on experiential marketing" available. It was translated into Spanish in 2008. His latest book, *Brand New World: How Oligarchs, Paupers and Pirates Are Changing Business*, was published by HarperCollins in April 2009.

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

He is a former columnist for Strategy Magazine, and is currently a contributor to Promo and Chief Marketer magazines. His popular blog is found at experiencethemessage.com.

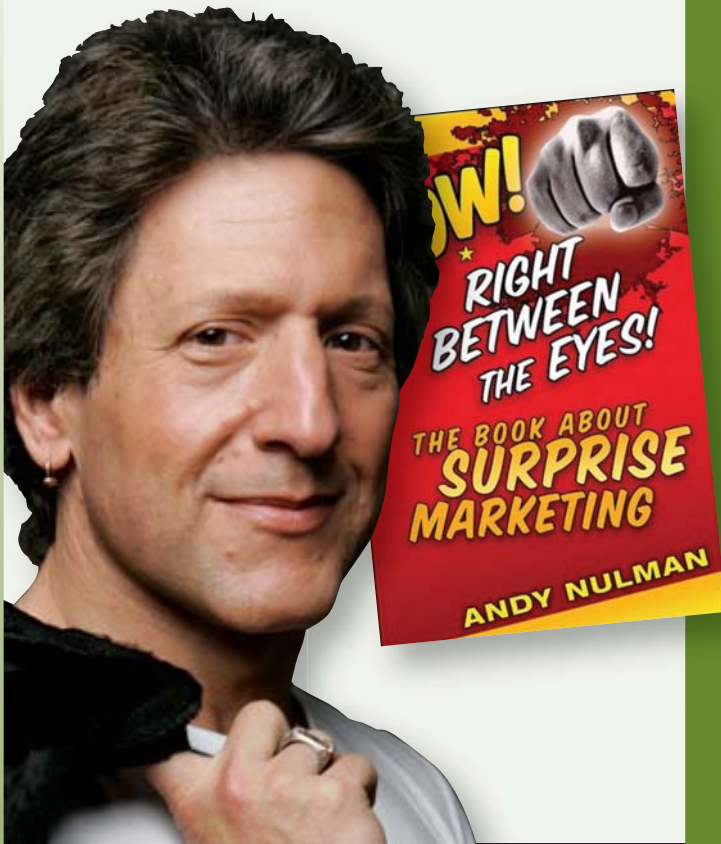
Branding & Experiential Marketing

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

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

- Tony Chapman, CEO, Capital C”



Strategy & Innovation

WHAT YOU WILL LEARN...

- **Why You Are Not Normal:**
And why this is a compliment, not an insult
- **How To Live In Tomorrow:**
An important projection technique that will create a strategic path
- **How to Leap before You Look:**
Forget conventional wisdom; it's about acting first and fixing later
- **How To Fail Upwards:**
Secrets and tactics on how to defeat failure...or deal with it
- **War Stories From The Frontlines:**
Insightful and hilarious stories from the front lines of building a world-renowned brand, selling a business and upstaging the competition

Andy Nulman

Bestselling Author, *POW! Right Between the Eyes!*

Two big wins. From nothing. And now he's back to his first to try for his third. That's Andy Nulman's story in a nutshell. While young in spirit and snappy in dress, Andy Nulman has been creating and leading major media projects for 35 years.

At the age of 23 Nulman joined a tiny two-night, French-language humour start-up in Montreal. When he left 15 years later as its CEO and driving force, the Just For Laughs Comedy Festival was the biggest and most prestigious of its kind on earth, attracting more than 2 million visitors over a month-long period. During his tenure, Andy worked with the likes of Jay Leno, Drew Carey, Jim Carrey, Jerry Seinfeld, Chris Rock, Ray Romano, Martin Short, Tina Fey and Adam Sandler, sold multi-million dollar corporate sponsorships and created/Executive Produced over 150 Festival TV shows, in a variety of languages, all over the world.

Then came Airborne Mobile. In 1999, Nulman co-founded this pioneering company in the new industry of mobile media and marketing. Most people, including Airborne's early investors, didn't give the firm much chance to survive its first year. Less than seven years later, Airborne was honored as North America's 4th-Fastest Growing Tech Company in Deloitte's Fast 500 ranking, and sold to Japan's Cybird Holdings for \$110 million. What's more, three years after that, he and his partner bought it back. For way, way less. No wonder he speaks about, and teaches others, How To Do The Impossible...whatever theirs may be.

These days, Nulman is back with big, groundshaking plans of change as President of Festivals and Television to Just for Laughs and its French component Juste Pour Rire. As his title suggests, he will take charge of Just for Laughs/Juste Pour Rire as well as the upstart festivals in Toronto and Chicago, plus the company's television production arms.

In his spare time, Andy is also an oft-published author (three books, including the breakthrough marketing effort Pow! Right Between The Eyes—Profiting From The Power of Surprise), gutsy public speaker, half-decent snowboarder, gym rat, contemporary art buff, newbie hockey right-winger (a convert after two decades as a goalie) and weekend blogger.

Other accomplishments include being named one of Canada's Top 40 Under 40 business leaders by the Financial Post, voted one of the Top 100 Montrealers of the 20th Century in 2000, and honored with the McGill Management Achievement Award in 2004.

“Great motivator, got everyone pumped. Awesome, entertaining, motivating...fantastic way to start off the conference.”

- Wal-Mart

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.

PER ATTENDEE

\$399 plus GST

GROUP OFFER

\$349 plus GST
Purchase 3 or more tickets
and **SAVE \$50** off the regular price

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 incredible conference.

Includes:

- Express VIP entrance
- Reserved premier seating in the first five rows
- An eco-friendly tote bag and personal spiral bound notebook
- Copies of featured best-selling books:

▶ Seth Godin - *Linchpin*

▶ Jeffrey Gitomer - *The Little Teal Book of Trust*

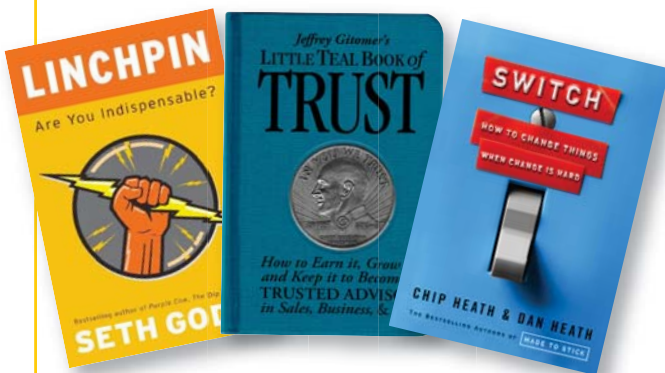
BONUS BOOK - Chip & Dan Heath - *Switch*

PER ATTENDEE

\$499 plus GST

GROUP OFFER

\$449 plus GST
Purchase 3 or more tickets
and **SAVE \$50** off the regular price



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.



REGISTRATION FORM

September 30th, 2010 | 9:00AM – 5:00PM
The Palais des congrès de Montréal

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POSTAL/ZIP CODE

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SIGNATURE

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

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VIP Ticket(s) \$499 ea x _____ Ticket(s) = _____

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per ticket on
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ADDITIONAL ATTENDEES Name(s)

Email

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4 _____

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6 _____

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