
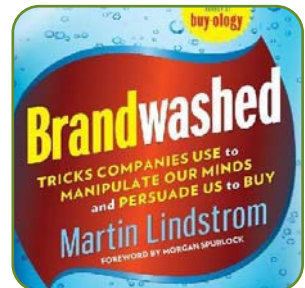
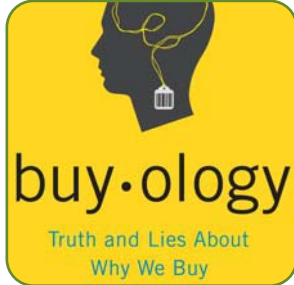
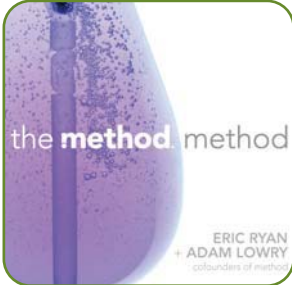
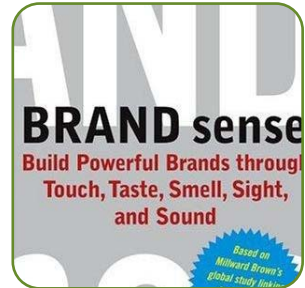




theartof...
marketing

Presented by 

Canada's **Marketing & Innovation** Conference
March 5, 2012 | 8:45AM - 5:00PM | Metro Toronto Convention Centre



ABOUT...

Building on the success of the **SOLD OUT** national tour in 2011, this one day conference features seven 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 gain competitive advantage and network with over 1,300 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?

Monday, March 5, 2012

8:45AM – 5:00PM

WHERE?

Metro Toronto Convention Centre
North Building – John Bassett Theatre
255 Front Street West
Toronto, ON M5V 2W6
www.mtccc.com



AGENDA...



08:15AM	DOORS OPEN
08:45AM – 09:00AM	OPENING REMARKS
09:00AM – 09:30AM	MITCH JOEL
09:30AM – 10:00AM	BRYAN PEARSON
10:00AM – 10:20AM	NETWORKING BREAK
10:20AM – 11:15AM	ERIC RYAN
11:15AM – 12:15PM	YOUNGME MOON
12:15PM – 01:30PM	LUNCH BREAK
01:30PM – 02:30PM	SCOOTER BRAUN
02:30PM – 03:30PM	RANDI ZUCKERBERG
03:30PM – 03:50PM	NETWORKING BREAK
03:50PM – 05:00PM	MARTIN LINDSTROM

Who Should **ATTEND...**

Account Executives
Advertising Coordinators
Advertising Directors
Advertising Managers
Art/Creative Directors
Brand Managers
Category Managers
Chief Marketing Officers

Communications Managers
Consultants
Digital Marketers
Direct Marketers
Directors of Marketing
Entrepreneurs
Marketing Analysts
Marketing Assistants

Marketing Coordinators
Marketing Managers
Marketing Representatives
Media Relations/Publicists
Online Marketers
Product Managers
V.P. Marketing
V.P. Business Development

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...**





Randi Zuckerberg

Former Head of Marketing at **Facebook** &
Founder & CEO of R to Z Media

Randi Zuckerberg ran marketing at Facebook for six years, where her team led the company's U.S. election and international politics strategy, launched the live streaming industry with her media partnerships around the U.S. Presidential Inauguration, and was nominated for an Emmy Award in 2011 for her innovative TV/online coverage of the 2010 mid-term elections. Randi has appeared on CNN, Good Morning America, The Today Show, Bloomberg, NDTV & World News, and was a correspondent for the 2011 Golden Globe Awards and the World Economic Forum in Davos.

In August 2011, Randi left Facebook to start R to Z Media, a new type of media platform that will be launching later this year. She was recently appointed to the United Nations Global Entrepreneurs Council, the World Economic Forum's Global Council on Social Media, and the U.S. Broadcasting Board of Governors Commission on Innovation. Randi holds a bachelor's degree in psychology from Harvard University.

Social Media

Scooter Braun

Manager, Justin Bieber & CEO, SB Projects

Scooter Braun has quickly and successfully positioned SB Projects as a full-service entertainment company that includes Schoolboy Music, RBMG, Sheba Publishing and management. Scooter Braun also serves on the advisory board for Pencils of Promise, a non-profit organization that was founded by his brother, Adam Braun. Pencils of Promise partners with local communities and other organizations to build schools of early-stage education in developing nations.

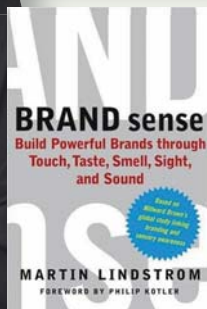
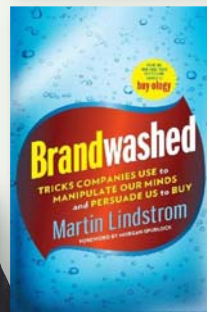
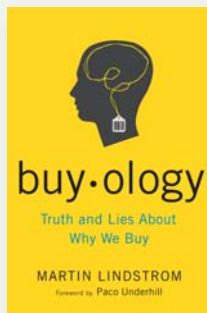
With the success of clients Justin Bieber and Asher Roth, Scooter Braun has earned his role as one of the music industry's most promising young executives. As Producer of the number one domestic concert movie, "Never Say Never", Scooter Braun paved his way into the film and television space. With Bieber finishing up his world tour and Roth working on his sophomore album, Braun is expanding his company by signing pop sensation Cody Simpson.



Inside the Brand of Justin Bieber



Branding & Consumer Behaviour



WHAT YOU WILL LEARN...

- Why the tenets of traditional marketing are being challenged and how
- How marketers and advertisers can truly capture attention, loyalty, and dollars: The revolution of neuromarketing
- How to enable brands to stand out in today's over-communicated world
- How to develop a high cost-efficient advertising strategy and foster lifetime brand relationships



Martin Lindstrom is a 2009 recipient of TIME magazine's **"World's 100 Most Influential People"**

Martin Lindstrom

Global Branding Expert &
Author of **Buyology**, **BRANDsense** & **Brandwashed**

Author of Buyology—Truth and Lies About Why We Buy (Doubleday, New York), a New York Times and Wall Street Journal best-seller. He is the CEO and chairman of LINDSTROM Company and chairman of Buyology Inc (New York), as well as BRAND Sense Agency (London). Lindstrom is a trusted advisor to numerous Fortune 100 companies including McDonald's Corporation, PepsiCo, Nestlé, American Express, Microsoft Corporation, The Walt Disney Company and GlaxoSmithKline, amongst others. His personal global audience is estimated at over a million people.

Lindstrom has and continues to feature in The Wall Street Journal, Newsweek, TIME, The Economist, New York Times, BusinessWeek, The Washington Post, USA Today, Fast Company, The Economist, Harvard Business Review, Chicago Tribune, The Independent, The Times, The Guardian, New York Post, and has appeared on NBC's Today, ABC News, CNN, CBS, Bloomberg, FOX, Discovery and BBC. His recent book, BRANDsense, was acclaimed by The Wall Street Journal as "...one of the five best marketing books ever published."

Lindstrom's latest book, Buyology, was voted "pick of the year" by USA Today, and, between 2008 and 2009, reached ten of the Top 10 best-seller lists in the U.S. and worldwide. His 5 books on branding have been translated into more than 30 languages and published in more than 60 countries worldwide.

Lindstrom frequently contributes to The New York Times, Forbes, FORTUNE, Parade, Contagious, CNN.com and Advertising Age and can often be seen on America's #1 ranking morning TV show; Today at NBC with his TV series: Marketing Mind Games.

"I've only read two business books from cover to cover in the last five years: Buyology and Brandwashed. It is no coincidence that Martin Lindstrom is the author of both of those books. Brandwashed is smart, thought-provoking, and laugh out loud funny."

- Steven Levitt, bestselling author of Freakonomics



Marketing Innovation & Brand Differentiation

WHAT YOU WILL LEARN...

- How to succeed in a world where conformity reigns... but exceptions rule
- Learn the importance of competing hard to differentiate yourself from your competition
- Why going Head-to-Head with the competition - with respect to features, product augmentations, and so on - has the perverse effect of making you just like everyone else
- How to get off the competitive treadmill that's taking you nowhere. Aspire to offer the world something that is meaningfully different, different in a manner that is both fundamental and comprehensive

Youngme Moon

Professor of Business Administration,
Harvard Business School & Author of **Different**

Youngme Moon is the Donald K. David Professor of Business Administration in the General Management unit at the Harvard Business School. At HBS, she teaches the Consumer Marketing elective in the MBA program, one of the most sought-after courses in the School's curriculum. She also teaches in a number of HBS Executive Education programs, including Consumer Marketing Strategy, Strategic Marketing Management, and Marketing Innovative Technologies. A beloved professor, Youngme received the HBS Student Association Faculty Award for teaching excellence in her first year of teaching (a remarkable achievement). On multiple occasions, she also has received teaching awards for both the first-year MBA course and for her elective course. Extraordinary in and out of the classroom, Youngme is also the inaugural recipient of the Hellman Faculty Fellowship, awarded for distinction in research.

Professor Moon's research and course development focuses on innovative consumer marketing strategies and brand differentiation. Her ideas have been published in numerous journals, including the Harvard Business Review, Journal of Consumer Research, the Journal of Consumer Psychology, the Journal of Experimental Psychology, and the Journal of Applied Social Psychology. She has published some of the best-selling cases in the world, on companies ranging from Microsoft to Sony to Intel to IKEA and she consults with a range of consumer marketing companies in the area of innovation. She serves on the Board of Directors of Avid Technology, and the Board of Governors for the American Red Cross.

Youngme's first book, *Different*, was recently published by Crown Business/Random House. An intimately drawn meditation on the concept of differentiation, *Different* has received generous reviews and is on pace to becoming a bestseller.

Professor Moon received her Ph.D. from Stanford University. She holds an M.A. from Stanford University, and a B.A. from Yale University. Prior to joining HBS, she was on the faculty at MIT.

“Different is different in every way. It is different from most business books in that it is full of wisdom AND it is a real joy to read. Youngme provides different, original thinking and advice on one of the most pressing issues in business – truly setting yourself apart on something that matters...”

- Jim Stengel, Former Global Marketing Officer,



Eric Ryan

Co-Founder & Chief Brand Architect,
Method & Author of **The Method Method**

Eric Ryan, the architect of the method brand, brings experience and enthusiasm for building consumer and retail concepts. Eric spent over seven years in advertising, trend-spotting and brand positioning for highend consumer brands including Gap, Old Navy and Saturn. By fusing his knowledge of fashion and design, he has invented a modern and stylish line of cleaning products that are quickly finding their way to becoming permanent fixtures in homes around the world. Currently, method products are sold in over 25,000 retail locations in the U.S., Canada, and the U.K.

When Adam Lowry and Eric Ryan founded method, the environmentally friendly brand of cleaning products, they used packaging stylish enough to showcase on the countertop and pleasant aromas such as green tea and cucumber to transform household products into must-have lifestyle accessories. And when they coined the phrase 'People Against Dirty,' they weren't just talking about the stuff you track in on your shoes, they also meant the toxic chemicals that make up many household detergents.

Their first book, Squeaky Green, is an informative and completely entertaining room-by-room guide to giving dirty the boot. Packed with helpful tips and surprising facts, Squeaky Green is rehab for chemically dependant homes.

Eric earned his Bachelor of Arts at the University of Rhode Island. He currently resides in San Francisco with his wife Ingrid and two children, Anya and Mattius.

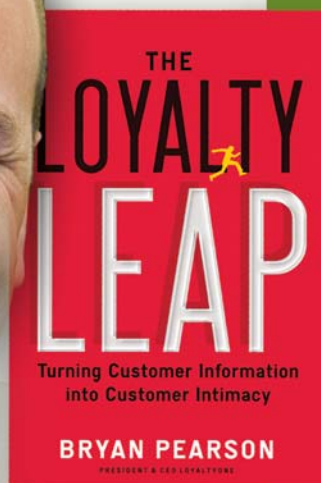
Branding & Innovation

WHAT YOU WILL LEARN...

- Kick Ass Fast: Use your small size to your advantage. By bringing innovations to market faster than your large bureaucratic rivals, you can always stay one step ahead
- Inspire Advocates: Rather than fighting costly battles for market share by trying to appeal to everyone, foster deeper relationships with fewer (but more loyal) customers
- Win on Product Experience: Beyond satisfying your customers' rational needs, try to design experiences that touch them on an emotional level

“Eric and Adam's approach to branding is revolutionary. I remember them telling me how they were going to challenge big soap with their seven obsessions idea and I was blown away. Now, years later, they have become a force in a category that had been dominated by a couple of players for decades.

- Andy Spade, Co-Founder Kate Spade



Bryan Pearson

President & Chief Executive Officer, LoyaltyOne
& Author, *The Loyalty Leap*

With more than two decades experience developing meaningful customer relationships for some of the world's leading companies, Bryan Pearson is an internationally recognized expert and author in the fields of enterprise loyalty and coalition marketing. As President of LoyaltyOne, a pioneer in loyalty strategies and measured marketing, he heads six global enterprises, leveraging the knowledge of 120 million customer relationships over 20 years to create relevant communications and enhanced shopper experiences.

A sought-after speaker and author of the forthcoming book *The Loyalty Leap: Turning Customer Information into Customer Intimacy*, Bryan has presented in North and South America, Europe and Asia at such well-known events as Loyalty World, Card Forum and the Economic Club of Canada. He also is a frequent speaker at conferences hosted by the Direct Marketing Association and the Canadian Marketing Association.

Bryan has been quoted in more than 150 U.S. news outlets, including *The Wall Street Journal*, *Forbes*, *BusinessWeek*, the *Los Angeles Times*, *MSNBC* and the *Atlanta Journal-Constitution*. He is a regular contributor to *Retail Customer Experience*, *Customer Think*, *Creative Match* and *COLLOQUY* and has been widely quoted in the *Globe and Mail*, the *Vancouver Sun*, *National Post* and *Direct Marketing News*. In addition, Bryan serves as a member of the Executive Committee of Alliance Data, owner of LoyaltyOne.

Bryan joined Alliance Data (formerly The Loyalty Group) in 1992, was appointed President of the AIR MILES Reward Program (AMRP) in 1999 and of LoyaltyOne in 2006. Since then, Bryan spearheaded LoyaltyOne's expansion into South America and the launch of AIR MILES My Planet and AIR MILES for Social Change, growing AMRP to more than 10 million accounts – two-thirds of Canadian households. In 2010, LoyaltyOne earned more than 30 awards for its role as a best employer, its green initiatives, its marketing and its human resources.

Prior to LoyaltyOne, Bryan launched his career in brand marketing at the Quaker Oats Co. of Canada, followed by a position in technology/software at Alias Research Inc.

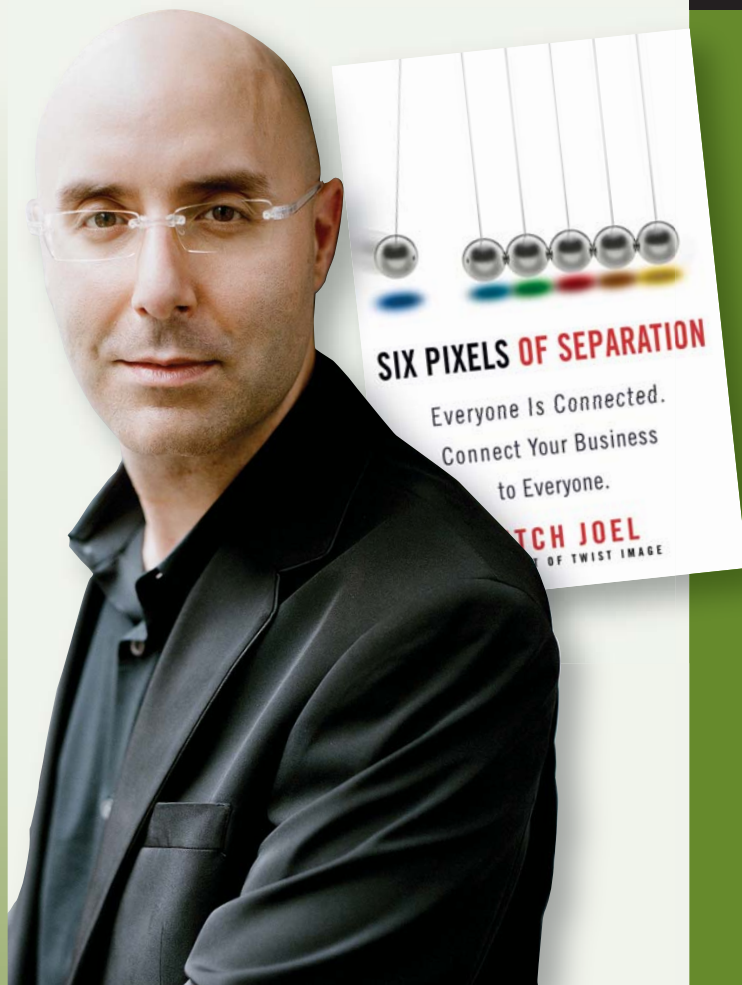
Enterprise Loyalty & Customer Relationship Management

WHAT YOU WILL LEARN...

- Building relevant communications that engage consumers when they want, wherever they are
- The common myths behind the privacy debate and a challenge to critics who equate data-usage marketing with for-profit spying
- The powerful strength of Enterprise Loyalty
- How to close the customer commitment gap through meaningful communications
- The difference between customer intimacy and loyalty, and how to use it to drive growth

“Bryan is an expert in his field, and an inspiring speaker. His creative insight and experience in building and maintaining lasting customer relationships provides a valuable tool for business leaders and decision makers.”

- Rhiannon Trill
President & CEO The Economic Club of Canada



CTRL ALT DEL - How to reboot your marketing in a connected world

WHAT YOU WILL LEARN...

- Publishing is the new marketing
- The next five years will be all about direct relationships
- How to thrive in a world where anyone can (and is) saying whatever they want about your brands, products and services
- Social Media is a not a conversation
- It's no longer about 3 (or 4) screens... it's about 1 screen
- How Integration wins

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.

“ 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

GENERAL Pass...

This investment will give you access to an unparalleled gathering of marketing gurus with seating available on a first come, first seated basis.



BONUS

Receive a complimentary copy of Martin Lindstrom's latest book **Brandwashed**.

PER ATTENDEE

\$399 plus HST

GROUP OFFER*

\$349 plus HST

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

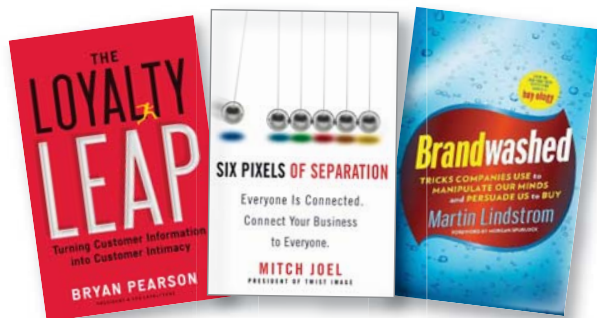
VIP Pass...

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 unparalleled day of learning and networking.

Includes:

- Express VIP entrance
- Reserved premier seating in the first five rows
- Exclusive VIP three course Lunch
- An eco-friendly tote bag and personal spiral bound notebook
- Copies of featured bestselling books:

- Bryan Pearson - **The Loyalty Leap**
- Mitch Joel - **Six Pixels of Separation**
- **BONUS:** Martin Lindstrom – **Brandwashed**



PER ATTENDEE

\$599 plus HST

GROUP OFFER*

\$549 plus HST

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

GROUPS Rates...

Groups of 3 or more can **SAVE \$50** off the price of each ticket. Tickets must be purchased together to qualify for group pricing.

Reserved seating is also available for groups of 20 or more. For further details on seating arrangements and other group assistance please contact us at 1.866.99.ART.OF.



*Tickets must be purchased together to qualify for group pricing.

REGISTRATION FORM

March 5, 2012 | 8:45AM – 5:00PM
Metro Toronto Convention Centre

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

PROVINCE/STATE

POSTAL/ZIP CODE

COUNTRY

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TELEPHONE

HOW DID YOU HEAR ABOUT US?

PAYMENT OPTIONS

☐ CHEQUE* or MONEY ORDER*

☐ MASTERCARD

☐ VISA

☐ AMERICAN EXPRESS

CREDITCARD NUMBER

CVV

EXPIRY

CARDHOLDERS NAME (PLEASE PRINT)

SIGNATURE

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

PRICING

VIP Pass(es) \$599 ea x _____ Pass(es) = _____

Subtotal = _____

General Pass(es) \$399 ea x _____ Pass(es) = _____

HST (13%) = _____

TOTAL = _____

SAVE \$50
per ticket on
groups of 3
or more!

Additional Attendee Names

Email

2 _____

3 _____

4 _____

5 _____

6 _____

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