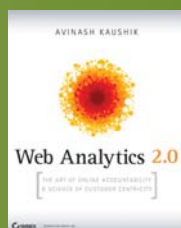
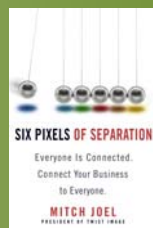
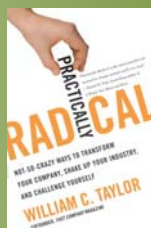
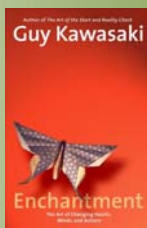


the art of... marketing

Canada's Marketing & Innovation Conference

June 9th, 2011 | 9:00AM – 4:45PM

The Centre in Vancouver for Performing Arts



Guy **Kawasaki**
Creativity & Innovation

Gary **Vaynerchuk**
Branding & Word of Mouth Marketing

William **Taylor**
Strategy & Competition

Mitch **Joel**
Digital Marketing & Social Media

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

ABOUT...

Building on the success of the **SOLD OUT** national tour in 2010, this one day conference features five 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 a competitive advantage and network with over 1,000 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, June 9th, 2011
9:00AM – 4:45PM

WHERE?

The Centre in Vancouver for Performing Arts
777 Homer Street
Vancouver, British Columbia V6B 2W1
(604) 602-0616
www.centreinvancouver.com



AGENDA...

08:30AM	DOORS OPEN
09:00AM – 09:15AM	OPENING REMARKS
09:15AM – 10:25AM	GARY VAYNERCHUK
10:25AM – 10:45AM	NETWORKING BREAK
10:45AM – 11:45AM	WILLIAM TAYLOR
11:45AM – 01:00PM	LUNCH
01:00PM – 02:00PM	AVINASH KAUSHIK
02:00PM – 02:20PM	NETWORKING BREAK
02:20PM – 03:20PM	MITCH JOEL
03:20PM – 03:40PM	NETWORKING BREAK
03:40PM – 04:45PM	GUY KAWASAKI

Who Should **ATTEND...**

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

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"

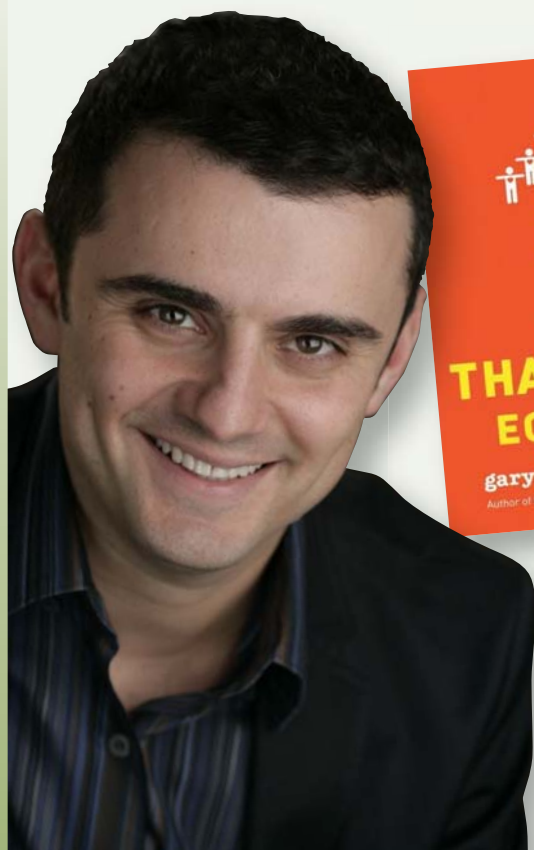
Dean McIntosh – Director Marketing, Hockey Canada

"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...**





Branding & Word of Mouth Marketing

WHAT YOU WILL LEARN...

- Why storytelling is the most important business concept in the current marketplace
- Why Twitter and Facebook are just tools and not a social media strategy
- How to take advantage of the half-billion dollars in advertising that are moving to the internet
- Why transparency and being true to yourself are now winning marketing formulas
- How to build and maintain an online community around your passion and brand strategies for turning eyeballs into money
- Why the legacy element of the internet era is so underrated

Gary Vaynerchuk

New York Times Bestselling Author,
Crush It! & The Thank You Economy

Online marketing trailblazer **Gary Vaynerchuk** (VAY NER CHUK) is a 33-year-old entrepreneur whose dual identity as both business guru and wine guy has made him known as the "Social Media Sommelier." A self-trained wine expert, he revolutionized the wine industry with his video blog, Wine Library TV (affectionately known as The Thunder Show), and grew his family wine business from \$4 million to \$60 million in five years. What raised Vaynerchuk's notoriety even more than his business acumen was his foresight combined with his pioneering, multi-faceted approach to personal branding and business. While his youthful following broke down barriers in the wine industry, the business world (and Web 2.0) admired him for creating a new generation of branding, focusing on the Internet and leveraging social media tools such as Facebook and Twitter. As his viewership swelled to over 80,000 a day, and his family's wine business grew to over \$60 million a year, he made television appearances on *Late Night with Conan O'Brien*, *Ellen DeGeneres*, *NBC's Today Show*, *CNBC's Mad Money with Jim Cramer*, and *The Big Idea with Donny Deutsch*, was featured in the *New York Times*, *Wall Street Journal*, *USA Today*, and has become a consultant for Fortune 100 companies, and a keynote speaker around the world.

In *CRUSH IT! Why NOW Is the Time to Cash In On Your Passion* (HarperStudio) he shares with business owners how they can boost sales using the internet. He shows audiences how to find their passion, then step by step how to turn it into a flourishing, monetized business. Vaynerchuk's speeches on personal branding, social media, and marketing at conferences such as FOWA, Strategic Profits, and South By Southwest have occasioned praise from established web denizens and earned him the admiration of countless bloggers and aspiring entrepreneurs. As the youngest winner of Marketwatch's Business Award at 27, as well as being named to "Silicon Alley 100" - *Silicon Alley Insider* - 2008 and "101 Most Influential People in New Jersey" - *New Jersey Monthly* - 2009, Vaynerchuk is an icon in his industry.

A sought after speaker, Vaynerchuk has given keynote speeches to a diverse group of organizations such as the Digital Marketing Mixer, Boston Wine Expo, Inman Real Estate Connect, Ramquest Users Group Conference, DeGustibus Cooking School, and the Disney Food and Wine Festival. He lives in New York City.

“Gary is a force of nature. His authentic, raw passion and caring touches everyone. His insights into social media & his message of opportunity could not be more timely.”

- Tony Robbins



Creativity & Innovation

WHAT YOU WILL LEARN...

- How to create new products and services by calling upon Guy's experience with Apple, as well as his study of dozens of world-class companies
- From competition to customer service, innovation to marketing, learn how to ignore fads and foolishness while sticking to commonsense practices
- How to influence what people will do while maintaining the highest standards of ethics
- The pillars of enchantment: likability, trustworthiness, and a great cause
- How to design a blueprint for competing with other organizations for customer attention, dollars, loyalty and effectively defeat competition
- How to position, pitch, brand, evangelize, build a team, and raise internal or external capital

Guy Kawasaki

Bestselling Author,
Reality Check & Enchantment

Guy Kawasaki is the co-founder of Alltop.com, an "online magazine rack" of popular topics on the web, and a founding partner at Garage Technology Ventures. He is also a columnist for the Open Forum of American Express. Previously, he was the chief evangelist of Apple.

Mr. Kawasaki is the author of nine books including Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. His newest book, Enchantment: The Art of Changing Hearts, Minds, and Actions, is due for release in March 2011.

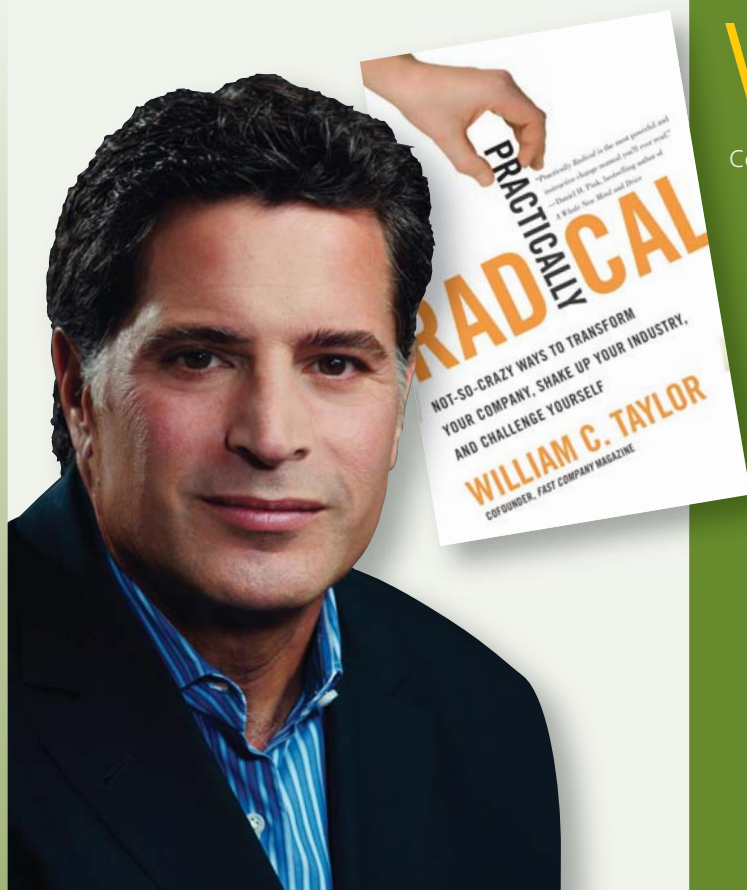
Guy Kawasaki has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Of his time with Apple Computer Inc., Mr. Kawasaki says, "When I saw what a Macintosh could do, the clouds parted and the angels started singing. For four years I evangelized Macintosh to software and hardware developers and led the charge against worldwide domination by IBM. I also met my wife Beth at Apple during this timeframe—Apple has been very good to me. Around 1987, my job with Apple was done. Macintosh had plenty of software by then, so I left to start a Macintosh database company called ACIUS. It published a product called 4th Dimension. I did this for two years and then left to pursue my bliss of writing, speaking, and consulting."

Mr. Kawasaki's in-depth knowledge of the high-tech industry combined with his years of management experience enable him to address a wide range of audiences. His particular strength is the ability to quickly understand diverse industries and incorporate his pre-existing knowledge into a highly relevant and customized speech. He routinely gets rave reviews from clients including trade associations, packaged goods companies, service providers, insurance companies, educational institutions, and technology companies. He has spoken for organizations including Nike, Audi, Wal-Mart, Sprint, Hewlett-Packard, IBM, Saturn, Stanford University, TIE, Calgary Flames, The Body Shop, MIT, Forbes, and Aveda.

Whether you are an entrepreneur in a start-up company or a seasoned corporate executive, you will find Guy's business strategies right on the mark. Our top dealers were so impressed with Guy's presentation that we asked him back for a second session.

- Nancy Ellis, Audi of America



Strategy & Competition

WHAT YOU WILL LEARN...

- What you see shapes how you change. The most successful companies don't just outcompete their rivals; they redefine the terms of competition by embracing unique ideas.
- Where you look shapes what you see. The most creative CEOs aspire to learn from innovators far outside their industry as a way to leapfrog their rivals.
- There's nothing wrong with your organization that can't be fixed by what's right with your organization. Savvy change agents don't disavow the past. They rediscover and reinterpret what's come before as a way to develop a line of sight into what comes next.
- The best way to change your business is to make change a normal part of doing business. The most direct way to increase urgency is to redefine how the organization monitors results and measures success—and, in so doing, to make business as usual look like it's bad for business.

William Taylor

Cofounder, Fast Company Magazine & New York Times Bestselling Author
Mavericks at Work & Practically Radical

William C. Taylor is an agenda-setting writer, speaker and entrepreneur who has helped to shape the global conversation about the best ways to compete, innovate and succeed. His latest project, *Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*, is based on in-depth access to 25 organizations that are making deep-seated changes under trying circumstances. These organizations (from hard-charging technology companies to long-established nonprofits, from hospitals to automakers to banks) are mastering a set of strategies and practices that define the work of leadership in turbulent times—ideas from which every leader can learn.

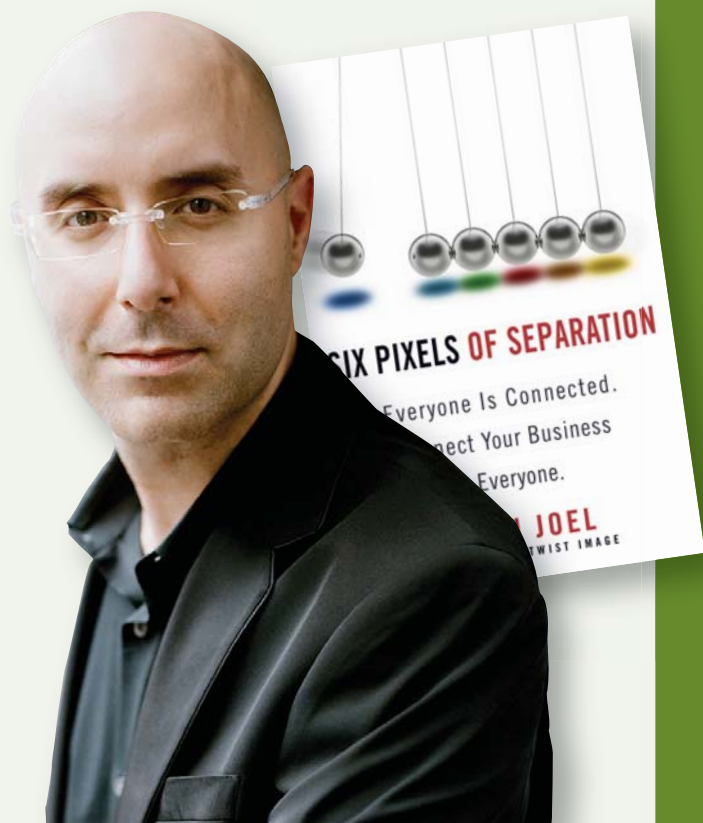
Practically Radical is a sequel of sorts to Bill's most recent book, *Mavericks at Work: Why the Most Original Minds in Business Win*. "I didn't just 'read' this book, I devoured it!" declared Tom Peters when *Mavericks* appeared. Just weeks after its release, *Mavericks* became a New York Times Best Seller, a Wall Street Journal Business Best Seller and a BusinessWeek Best Seller. The Economist called the book "a pivotal work in the tradition of *In Search of Excellence* and *Good to Great*." The Economist also named *Mavericks* one of its "Books of the Year." Other accolades include: "Top Ten Business Book of The Year" (amazon.com), "Top Ten Book on Innovation and Design" (BusinessWeek), and "Picks of the Year in Business Books" (The Financial Times).

Practically Radical and *Mavericks at Work* are just the latest chapters in a career devoted to challenging conventional wisdom and showcasing the power of business at its best. As cofounder and founding editor of FastCompany, Bill launched a magazine that won countless awards, earned a passionate following among executives and entrepreneurs around the world—and became a legendary business success. In less than six years, an enterprise that took shape in some borrowed office space in Harvard Square sold for \$340 million.

Fast Company has won just about every award there is to win in the magazine world, from "Startup of the Year" to "Magazine of the Year" to two National Magazine Awards. In recognition of Fast Company's impact on business, Bill was named "Champion of Workplace Learning and Performance" by the American Society of Training and Development. Past winners include Jack Welch of GE and Fred Smith of FedEx. Bill is also an adjunct lecturer at Babson College, America's top-rated school for entrepreneurship, where he created the "Maverick Seminar at Babson College"—a unique academic program in which MBA students interact with the ideas and innovators creating the future of business. He is the co-author of three other books on strategy, leadership, and innovation. Bill has published numerous essays and CEO interviews in the Harvard Business Review, and his column, "Under New Management," ran in the Sunday Business section of The New York Times. He now writes a popular management blog for Harvard Business Review.

Practically Radical inspires leaders to produce lasting change by advancing deeply held values. The ideas are fresh, the advice is stuff you can actually use, and the results will be tangible.

- Arianna Huffington
Cofounder and Editor-in-Chief, The Huffington Post



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.

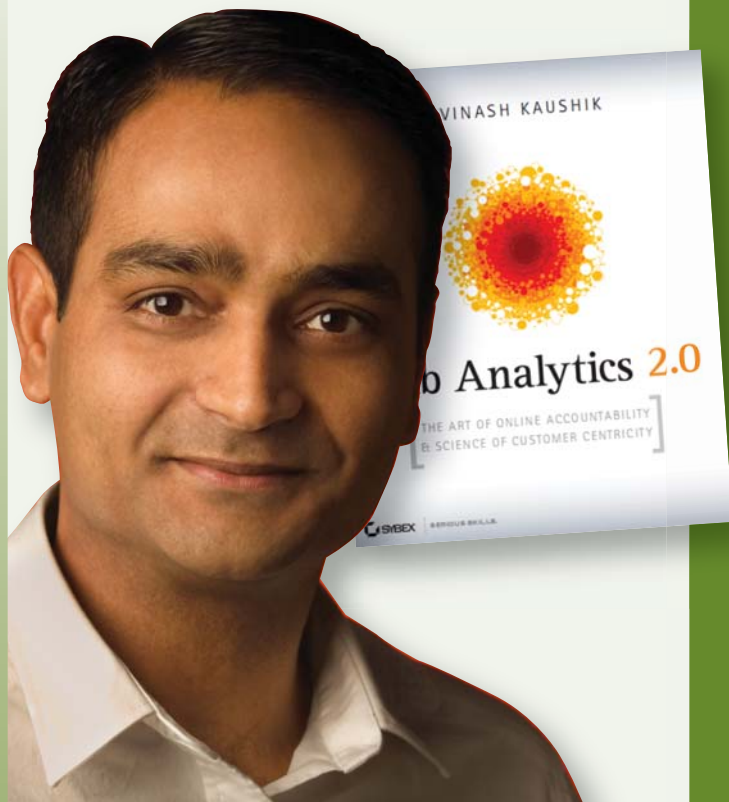
Digital Marketing & Social Media

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



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

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, executive 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

GENERAL Admission...

This investment will give you access to an unparalleled gathering of marketing gurus 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*

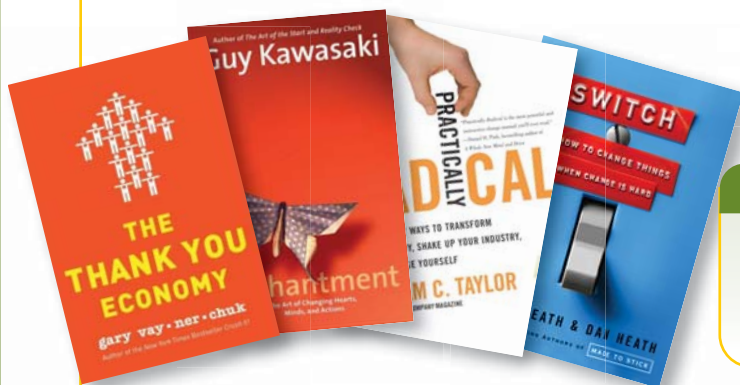
VIP Pass...

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 unparalleled day of learning and networking.

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:

- ▶ Gary Vaynerchuk – **The Thank You Economy**
- ▶ Guy Kawasaki – **Enchantment**
- ▶ William Taylor – **Practically Radical**
- ▶ Chip & Dan Heath - **Switch (BONUS BOOK)**



PER ATTENDEE

\$499 plus GST

GROUP OFFER*

\$449 plus GST

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

GROUPS...

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 your "Art of..." representative today.



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

REGISTRATION FORM

June 9th, 2011 | 9:00AM – 4:45PM
The Centre in Vancouver for Performing Arts

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

PROVINCE/STATE

POSTAL/ZIP CODE

COUNTRY

EMAIL

TELEPHONE

HOW DID YOU HEAR ABOUT US?

PAYMENT OPTIONS

☐ CHEQUE* or MONEY ORDER

☐ MASTERCARD

☐ VISA

☐ AMERICAN EXPRESS

CREDITCARD NUMBER

EXPIRY

CARDHOLDERS NAME (PLEASE PRINT)

SIGNATURE

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

PRICING

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

Subtotal = _____

General Ticket(s) \$399 ea x _____ Ticket(s) = _____

HST (12%) = _____

TOTAL = _____

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

ADDITIONAL ATTENDEES Name(s)

Email

2 _____

3 _____

4 _____

5 _____

6 _____

CANCELLATION POLICY: Tickets are non-refundable. If you are unable to attend, tickets may be transferred to another person or to a future event. PRIVACY POLICY: The Art of Productions Inc. is committed to protecting your privacy. Personal information collected will be used to fulfill ticket orders, provide information on our future events and publicize the names of client companies. The Art of Productions Inc. does not trade, rent or sell any personal information to third parties. If you wish to be removed from our database, please call 905.266.9800. For our full Privacy Policy and further information on the event please visit our website at www.theartof.com. Event details may change without prior notice.

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PHONE:
1.866.99.ART.OF
or
905.266.9800

FAX:
905.266.9860

MAIL:
The Art of Productions Inc.
3B-7600 Highway 27
Vaughan, ON Canada
L4L 1A5

ONLINE:
Visit us at
theartofmarketing.ca