



Presented By
VISA

TORONTO | OCTOBER 7, 2014 | 8:30AM - 5:00PM



ALEXIS OHANIAN

GARY VAYNERCHUK

DEBBIE TRAVIS

ERIC RYAN

CHRIS GUILLEBEAU

"We don't even realize something is broken until someone else shows us a better way."

- Alexis Ohanian, Co-Founder of reddit

**THE ART OF
ENTREPRENEURSHIP**
Presented By **VISA**



OCTOBER 7, 2014 | 8:30AM - 5:00PM

METRO TORONTO CONVENTION CENTRE

North Building - John Bassett Theatre

255 Front Street West, Toronto, ON M5V 2W6

www.mtccc.com

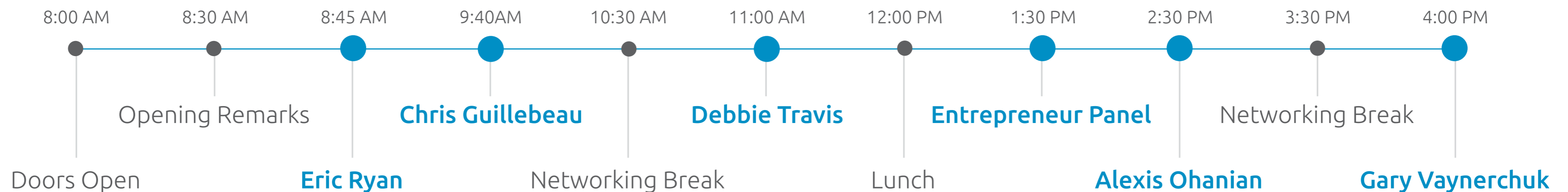
ABOUT THE ART OF ENTREPRENEURSHIP

WHAT TO EXPECT

This one day conference features a collection of internationally renowned bestselling authors, thought leaders and entrepreneurs, who will share an exciting blend of cutting edge thinking and real world experience on today's most critical business issues. You'll have countless opportunities to meet, network and learn with some of the brightest entrepreneurial minds that are all focused on business growth.

WHY ATTEND

The Art of Entrepreneurship is designed specifically for entrepreneurs and business leaders who want to achieve significant growth within their organization. This conference brings together a dynamic collection of the most sought after speakers of our time. You will discover bold ideas, fresh thought processes, and proven strategies that you can put into action immediately. Don't miss out on your chance to gain a competitive advantage and network with over 1,300 of Canada's most influential entrepreneurs.



WHAT YOU WILL LEARN

Alexis Ohanian

Make the World Suck Less (And Still Make a Profit)



- Lessons he's learned from co-founding reddit, and building community on breadpig and the travel search site hipmunk.
- Best practices for design and community that Ohanian imparts to the startups he advises and invests in.
- Stories from his own experiences, and how individuals and organizations of every size and type can put these values into action.
- How he turned the publishing model on its head, giving the bulk of its profits to the artists while still raising over \$200,000 in three years to donate to non-profit projects.

LEARN MORE ►

Gary Vaynerchuk

Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy World



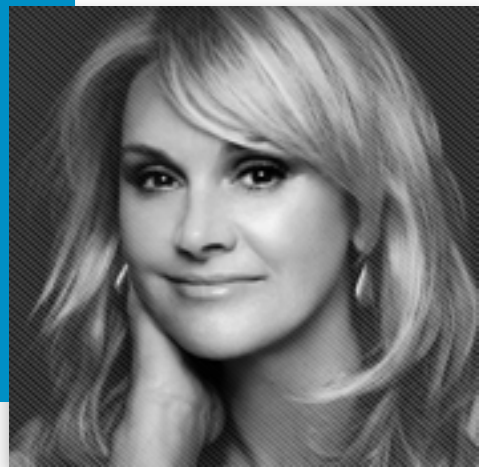
- Hard-won advice on how to connect with customers and beat the competition.
- Why it's not just about developing high-quality content, but developing high-quality content perfectly adapted to specific social media platforms and mobile devices—content tailor-made for Facebook, Instagram, Pinterest, Twitter, and Tumblr.
- While communication is still key, context matters more than ever.
- How entrepreneurs can take advantage of the current business environment, while also preparing to succeed during the changing and evolving processes.

LEARN MORE ►

WHAT YOU WILL LEARN

Debbie Travis

**Dream it. Do it. Live it:
How To Make It Big**



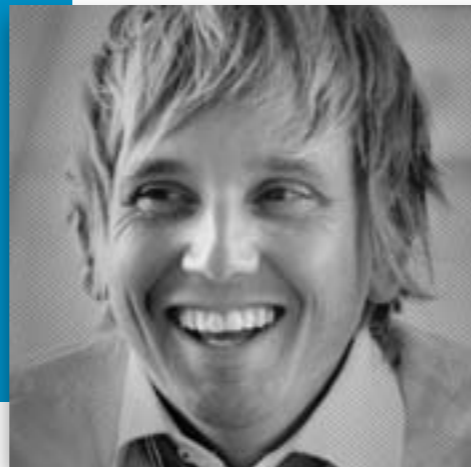
DEBBIETRAVIS 

- Through her rags-to-riches life story Travis shares what it's like going from working-class in England to becoming one of Canada's most recognizable brands.
- Why hard work, sacrifice, failure, passion and pushing forward are critical to success as an entrepreneur.
- Hands-on, practical advice about building relationships, branding, and marketing.

LEARN MORE ►

Eric Ryan

**The Method Method: 7 Obsessions that
Helped Turn an Industry Upside Down**



method.

- How to 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.
- How to 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.
- How to win on Product Experience: Beyond satisfying your customers' rational needs, try to design experiences that touch them on an emotional level.

LEARN MORE ►

Chris Guillebeau

**The \$100 Startup:
Reinvent the Way You Make a Living**



**World
Domination
Summit**

- How to reinvent the way you make a living, do what you love, and create a new future.
- Key principles from the New York Times bestselling book, The \$100 Startup.
- How you can start small with your venture, committing little time or money, and wait to take the plunge when you're sure it's successful.
- Valuable lessons from those who've learned how to turn what they do into a gateway to self-fulfillment.

LEARN MORE ►



ALEXIS OHANIAN

Co-Founder of reddit, Entrepreneur, Investor, Activist & Bestselling Author of *Without Their Permission*

Alexis Ohanian is an entrepreneur and investor in Brooklyn, NY, best known as the co-founder of reddit.

Alexis and Steve Huffman's original plan was to build an infrastructure that would allow people to order food from their cell phones. Though the idea was rejected, Alexis and Steve were invited to join the first class of Y Combinator, on the condition that they'd come up with a new concept. The next idea they pitched would become reddit.com. Today he sits on the board of reddit, inc., which last month alone had over 100 million unique visitors and is one of the 50 biggest US websites. Alexis also accepted a position as Y Combinator's Ambassador to the East.

In early November 2011, Alexis joined the fight against SOPA and PIPA. He continues

to fight for internet freedom working on projects like the Declaration of Internet Freedom, Internet Defense League, and the Internet 2012 Campaign Bus Tour. He also sat on the NYC Mayor's Council on Tech and Innovation under the Bloomberg Administration.

An active investor with over eighty tech startups now in his portfolio, Alexis is now one of the most prominent investors in tech.

Along the way, Alexis has spoken at TED (a talk viewed over a million times), been rendered in CGI on NMA.TV, was named to the Forbes 30 Under 30 in Technology two years in a row, and included in Inc. Magazine's 30 under 30 for his work at hipmunk. He's a regular contributor on Bloomberg TV, and is especially proud of

unlocking his bucket-list achievement - appearing on The Colbert Report.

Alexis has lectured at conferences like TED, the Clinton Global Initiative, SXSW, and ROFLCON; spoken to companies such as Google, BBDO, and Betaworks; hired for talks at Johnson & Johnson, Hyatt, Kraft, and Palantir. He even keynoted an entrepreneurship summit in Cairo organized by the U.S. State Department just months after the Egyptian Revolution.

Alexis has appeared in countless publications in print and online: New York Times, WSJ, CNN, Washington Post, The Economist, WIRED, NY Post, Gawker, TechCrunch, Mashable, Paper Magazine, Nylon guys, Forbes, Fast Company, and Inc. He's also appeared in television programs on networks including CNN, MSNBC, Fox, CNBC, Al-jazeera English, NPR and G4.

"Alexis talking about the internet is like Sid Vicious talking about punk. Analysts merely adopted it, but Ohanian was born in it, molded by it, and is the voice of it. A fascinating story, but more importantly: a crucial insight into the healthy proactive mindset of the tech startup world that will keep defining the future."

- Derek Sivers, founder of CD Baby, author of *Anything You Want*



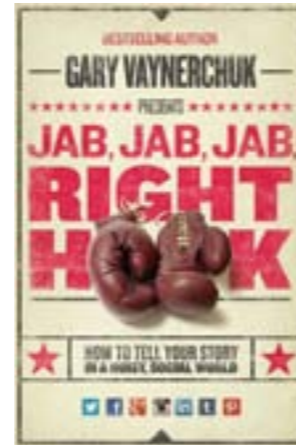
GARY VAYNERCHUK

Co-Founder & CEO of VaynerMedia, Founder of Wine Library, Entrepreneur & New York Times Bestselling Author

Already considered a quintessential maven of modern-day marketing, Gary Vaynerchuk is a New York Times and Wall Street Journal bestselling author as well as a self-trained wine and social media expert. In high school, while working at his family owned liquor store, Gary started reading The Wine Spectator among other wine books and realized collecting wine offered an allure similar to his previous hobby of collecting baseball cards. With a newfound wealth of knowledge, an entrepreneurial spirit, and a clear recognition of the emergence of e-commerce in 1997, Gary launched Winelibrary.com and helped grow his family business from \$3 million to \$45 million by 2005. Although Gary does not consider himself to be a 'techie', in 2005, he began video blogging and established himself as a true social media trailblazer. Gaining nearly 1

million Twitter followers, Gary was included in BusinessWeek's list of the "top 20 people every entrepreneur should follow."

Gary's first business book Crush It! Why Now Is the Time to Cash in on Your Passion hit the New York Times, Wall Street Journal and Associated Press Bestsellers lists in its first weeks. It maps out Gary's road rules for how to "Crush It" in today's business market by following your passion and building your own personal brand. His second New York Times bestseller The Thank You Economy, details the effect of social media on business and has become required reading for business leaders around the world. Gary's most recent book Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World shares how to knock out the competition through the



most effective social media strategies.

In the spring of 2009, Gary and his brother AJ launched VaynerMedia, a new breed of agency that helps Fortune 500 companies like General Electric and PepsiCo find their social media voices and build their digital brands. Gary is also the General Partner of a newly formed venture fund, VaynerRSE.

Gary has appeared on countless programs from Jimmy Fallon, Late Night with Conan O'Brien and Ellen to MSNBC, CNBC, CNN and NPR. He was also notably featured in Decanter magazine's 2009 Power List which lists the 50 most influential people in wine. In 2009, Gary was named Innovator of the Year at Wine Enthusiast's Wine Star Awards as well as one of Askmen.com's 49 Most Influential Men of 2009.



Marketers have never had so many opportunities and challenges to engage the right customer in the right way with the right context. In his no-nonsense way, Gary Vaynerchuk offers important advice on how social media can make your business better."

- Beth Comstock, Senior Vice President & Chief Marketing Officer, General Electric

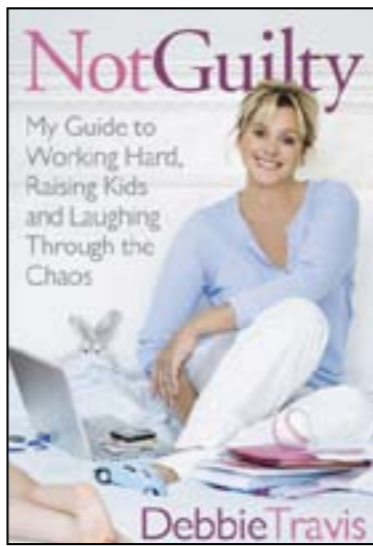


VAYNER MEDIA





DEBBIETRAVIS 



DEBBIE TRAVIS

Design Superstar & Entrepreneur Behind the Largest Celebrity Brand in Canada

Her innate talent for design coupled with her brand savvy and dry British wit has made Debbie Travis a beloved, trusted and inspiring media icon throughout the world.

Born in England, Debbie transformed her experiences in Art College and as a fashion model into a television career, working as a producer for several British networks. As a tireless entrepreneur and having moved to Montreal to start a family, she turned a humble painting and design business into a multi media empire. In 1995 she combined her two passions, design and television production, and created one of North America's first decorating shows, Debbie Travis' Painted House, amassing millions of devoted viewers in over 80 countries. This successful series was followed by more hit and award winning shows, Debbie Travis' Facelift, From the Ground Up and All for One.

"Paint is her passion", says Oprah Winfrey about Debbie. "She can do things with paint that you've never seen before. Travis is the master of paint and plaster"

"The Reigning Queen of Renovations," as Regis Philbin calls her, continues to bring fun and passion into our homes, having turned decorating from a chore into a lifestyle for everyone.

Debbie's production company WAM produces a variety of lifestyle programmes for the American and Canadian markets that are distributed worldwide. She is an award-winning author of 9 bestselling books, has an internationally-syndicated weekly newspaper column with over 6 million readers, and is a sought-after key note speaker. Her home décor product line of over 1,200 items is sold exclusively at Canadian Tire, Canada's most shopped retailer with over 500 locations from coast to coast.

Her success as one of the best known celebrity brands in Canada prompted Debbie to share her exciting and refreshing tips on being a business woman, juggling family and work and the fascinating world of branding has made her a sought after public speaker across North America.

This year she will launch an online portal, whose goal is to provide a support forum to whom all can turn to for tools to get through their busy days.

Following in the footsteps of her entrepreneurial seminars, Debbie has begun an inspirational retreat for women to share their stories and brain storm ideas at her luxury villa in Tuscany.

Debbie has been the spokesperson for The Cure Foundation for breast cancer for the last 3 years



Debbie delivered the perfect amount of humour and insights. It was great to hear her insights and life lessons—everyone connected with her. Debbie is a true success story and was one of the highlights of the day.

- Professional Development Institute

ERIC RYAN

Co-Founder of Method Products, Inc. & Bestselling 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. 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.

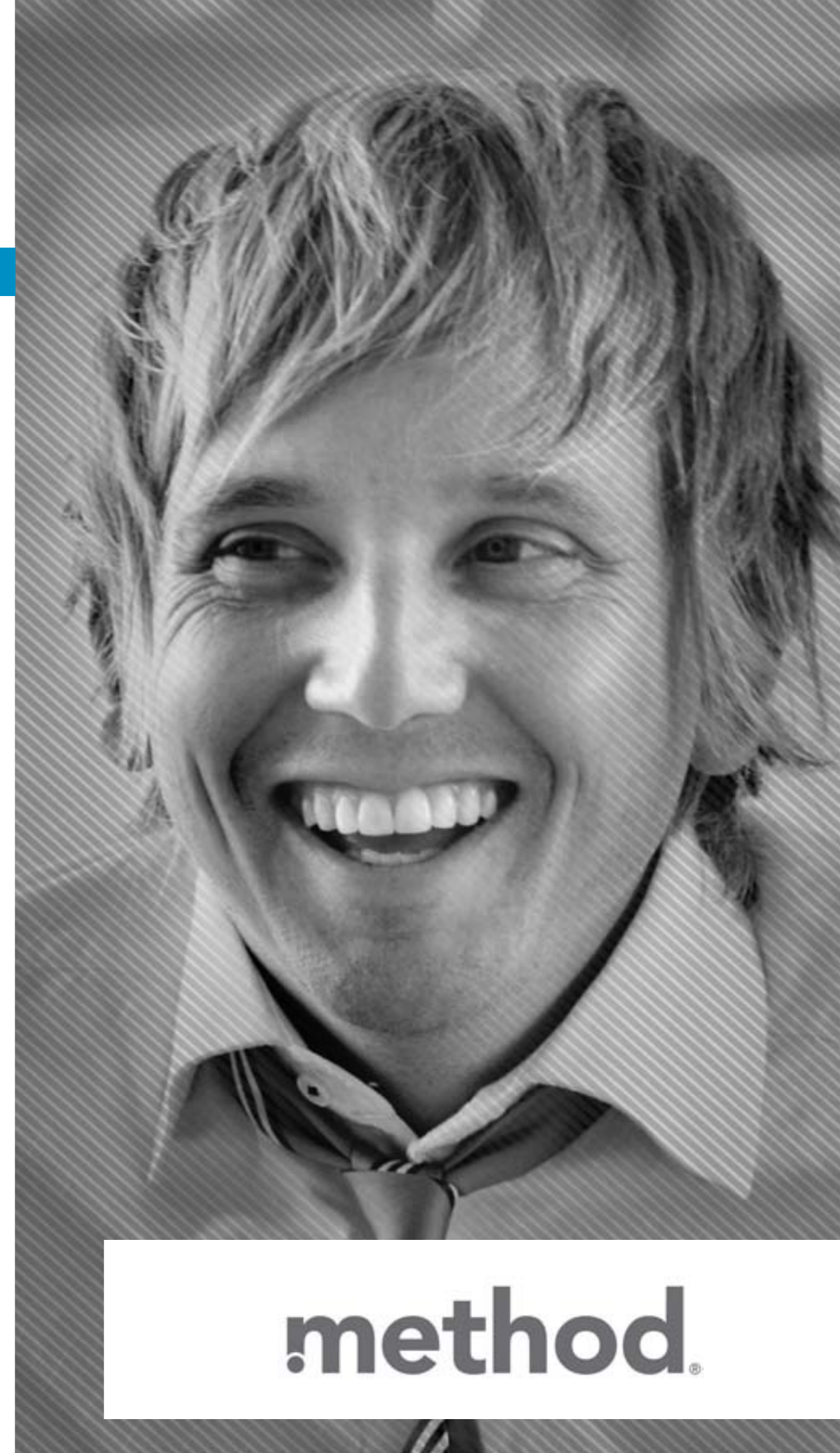
Eric earned his Bachelor of Arts at the University of Rhode Island. He currently resides in San Francisco with his wife Ingrid and two children, Anya and Mattius.



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

method.





CHRIS GUILLEBEAU

Founder of World Domination Summit,
Entrepreneur, Modern-Day Explorer &
New York Times Bestselling Author



During a lifetime of self-employment that included a four-year commitment as a volunteer executive in West Africa, he visited every country in the world (193 in total) before his 35th birthday. Since then he has modeled the proven definition of an entrepreneur: “Someone who will work 24 hours a day for themselves to avoid working one hour a day for someone else.” Chris’s first book, The Art of Non-

Conformity, was translated into more than twenty languages. His second book, The \$100 Startup, was a New York Times and Wall Street Journal bestseller, selling more than 300,000 copies worldwide. His latest book, The Happiness of Pursuit, will be released in September 2014.

Every summer in Portland, Oregon, Chris hosts the World Domination Summit, a

gathering of creative, remarkable people with thousands in attendance. Chris is also the founder of Pioneer Nation, Unconventional Guides, the Travel Hacking Cartel, and numerous other projects.



It’s not easy to dream big—and it’s not easy to turn that dream into reality. The brilliant Chris Guillebeau provides the essential blueprint for those of us for whom the happiness of pursuit – such as Chris’s successful quest to visit every country in the world – is a key part of the pursuit of happiness.”



**World
Domination
Summit**

- Gretchen Rubin, bestselling author of The Happiness Project

WHAT PEOPLE ARE SAYING

"High impact events occur at the intersection of world class speakers and outsized audience expectations. The Art Of brings both to the table in spades. The result inevitably is an environment where speakers deliver their best ideas and the audience takes back specific steps to improve themselves and their businesses."

- **AVINASH KAUSHIK**

Digital Marketing Evangelist, Google &
Author: Web Analytics 2.0 & Web Analytics:
An Hour A Day

"I have had the opportunity to speak all over the world and I can say with confidence that The Art Of events are in a league of their own. The Art of doesn't just put on amazing events, they are an amazing company to work with"

- **VIJAY GOVINDARAJAN**

Professor at Tuck at Dartmouth and author of
NYT and WSJ Best Seller Reverse Innovation

"The Art Of events are professional, well-organized, and educational. They provide incredible value for the attendees. And, as a speaker at four events, I have learned a lot from the other speakers and look forward to more events in the future."

- **STEPHEN SHAPIRO**

Bestselling Author, Best Practices Are Stupid

REGISTRATION INFORMATION

GENERAL PASS

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

\$299.00
EACH (+HST)

- General admission seating from row 7

VIP PASS

Attend The Art of Entrepreneurship as a VIP guest! Our VIP package takes care of all the details so that you can sit back and enjoy the day.

\$549.00
EACH (+HST)

- **Exclusive three course networking lunch with select speakers!**
- Express entrance
- Reserved seating in rows 1 to 6
- An eco-friendly tote bag, notebook & pen
- Copies of 5 featured bestselling books:
 - Without Their Permission - **Alexis Ohanian**
 - The Thank You Economy - **Gary Vaynerchuk**
 - The Method Method - **Eric Ryan**
 - Conscious Capitalism - **John Mackey**



GROUP OFFER

SAVE **\$50** PER
PASS WHEN YOU
BUY 2 OR MORE!

Passes must be purchased together to qualify for group pricing.

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