

20

June 5th

TORONTO

METRO TORONTO CONVENTION CENTRE

the **art** of...
marketing

In partnership with



Presented by



biz **Stone**

seth **Godin**

jonah **Berger**

charles **Duhigg**

david **Usher**



About

Building on the success of the **SOLD OUT** national tour in 2012, this one day conference features five internationally renowned bestselling authors and thought 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 2,000 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 and interacts with your brand in a crowded marketplace.

When? Wednesday, June 5th, 2013 | 8:45AM – 5:00PM

Where?

Metro Toronto Convention Centre
South Building - Hall G
222 Bremner Blvd,
Toronto, ON
M5V 3L9
www.mtccc.com

Agenda

8:15AM	Doors Open
8:45AM – 9:00AM	Opening Remarks
9:00AM – 9:45AM	DAVID USHER
9:45AM – 10:30AM	JONAH BERGER
10:30AM – 11:00AM	Networking Break
11:00AM – 12:00PM	SETH GODIN
12:00PM – 1:15PM	LUNCH
1:15PM – 2:30PM	EXECUTIVE PANEL
2:30PM – 3:30PM	CHARLES DUHIGG
3:30PM – 4:00PM	Networking Break
4:00PM – 5:00PM	BIZ STONE

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*

“Terrific speakers, engaged audience and relevant topics!”

*Michelle Aboud
– Digital Marketing, The Gazette*

“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*

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
Social Media Specialist
Community Managers

FEATURED **Clients**



what **YOU** will learn



biz Stone

Things A Little Bird Told Me: Simple Lessons About Business, Life, Service & Creativity

- Business, culture, and even our shared human condition is changing at a breathtaking pace. New perspectives, new ideas, and new techniques for successfully embracing this change are needed now more than ever before
- Biz will share stories of creativity, empathy, innovation, and entrepreneurial spirit showing us a new way to move forward with a new definition of success
- How to understand the importance of Twitter and the social media tools that have transformed communications, marketing and journalism
- Discover how the role of information has been revolutionized by social media, blogging and microblogging



Mr. Stone was a huge hit at the World Knowledge Forum, charming the audience with his easy-to-connect speech and friendly approach. We are sure he will continue in his dynamic tracks and we will definitely invite him again to next year's Forum."

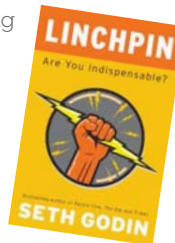
Mr. Bong-Kwon Park,
Director, World Knowledge Forum



seth Godin

Innovation & Change

- Permission Marketing: Turning strangers into friends and friends into customers
- The power of telling authentic stories in a low-trust world
- How to create a "purple cow"- an offering that stands out from the crowd and causes customers to take notice
- Learn the benefits of using creative, remarkable thinking to transform business ideas and practices



Godin and his colleagues are working to persuade some of the most powerful companies in the world to reinvent how they relate to their customers. His argument is as stark as it is radical: Advertising just doesn't work as well as it used to-in part because there's so much of it, in part because people have learned to ignore it, in part because the rise of the Net means that companies can go beyond it."

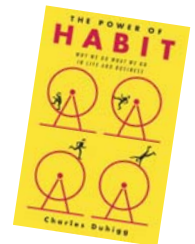
William C. Taylor, Founding Editor,
Fast Company



charles Duhigg

Consumer Habits & Predictive Analytics

- How corporate giants, like Target, know what shoppers want before they do
- How the neurology of craving explains our habits, what we buy and how we can learn
- Why customers keep coming back for some (but only some) products again and again
- Why we do what we do, and how to change it
- How Habits work



Charles Duhigg's thesis is powerful in its elegant simplicity: confront the root drivers of our behavior, accept them as intractable, and then channel those same cravings into productive patterns. His core insight is sharp, provocative, and useful."

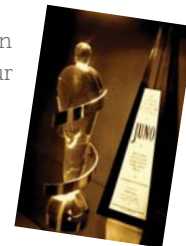
Jim Collins,
#1 bestselling author of
Good to Great & Built to Last



david Usher

Core Creativity: How to Bring Creativity, Innovation & Inspiration to the Work that You Do

- Why creativity, why now? Because the Internet has changed everything we know about business and art you can no longer get by because you're the best in your town, province, or even country everything now has a global audience, products and services need to do more than simply perform -- they need to sing
- David demonstrates his fascinating formula for stimulating creativity at work through a mix of music, video, and experimentation, and brings to life the core elements needed to build a more dynamic, fulfilling, and innovative creative process
- Learn to recognize the roadblocks in your creativity process and then overcome them
- It's not just magic. Creativity is a learnable skill and David lays out the steps of the process he uses everyday that can help you and your business get better results



“David was very well spoken and knowledgeable beyond the music community. Very interesting and relevant. His real life experience helped drive many key points home. Very inspirational.”

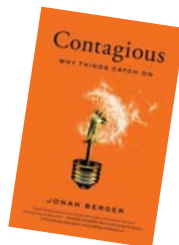
- Attendee, Canadian Marketing Association: National Convention



jonah Berger

Word of Mouth & Viral Marketing

- Gain a new appreciation for "remarkability," and the surprising ways in which our behaviour contributes to whatever is popular or immediate in our lives
- Why some things go viral, while others fall flat
- What drives word of mouth
- Why people buzz about some products more than others
- What makes an effective trigger



“Jonah Berger knows more about what makes information 'go viral' than anyone in the world.”

- Daniel Gilbert,
Professor of Psychology at Harvard University
& author of Stumbling on Happiness



biz Stone

Co-Founder of Twitter, Founder of Obvious and named one of the Most Influential People in the World by TIME

Biz Stone has been named Nerd of the Year by GQ and one of most influential persons in the world by TIME. Biz Stone means different things to different people but the main thrust of his work over the past decade plus has been developing collaborative web systems freely accessed by hundreds of millions of people worldwide.

As a progenitor of the early social web, Biz became an Internet entrepreneur in 1999 and went on to work for Google. Later, Stone co-founded Twitter which launched in 2006. In June of 2011 with his long time collaborators Evan Williams and Jason Goldman, Stone co-founded The Obvious Corporation to focus on building systems that help people work together to improve the world.

An adamant believer that when we help others, we also help ourselves, Stone supports a new way of doing business with a higher level of ambition, and a better, more altruistic way to measure success. Beyond immediate needs, Stone advocates selflessness; insisting we follow this path in order to deliver deeper meaning in our work and in so doing, place value before profit.

Along with his wife, Livia, Stone was named a Huffington Post Game Changer for their work and impact in the field of public service. Together, the couple operates The Biz and Livia Stone Foundation supporting education and conservation in California. Stone is an advisor to several companies and organizations and a visiting scholar at various universities.

Biz lives in Marin County, California with his wife Livia and son Jacob.



Things A Little Bird Told Me: Simple Lessons About Business, Life, Service & Creativity

seth Godin

New York Times Bestselling Author, *Purple Cow*,
Linchpin, *Tribes*, *Poke the Box* & more!

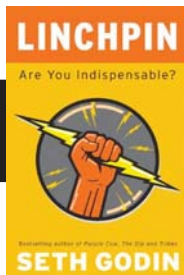
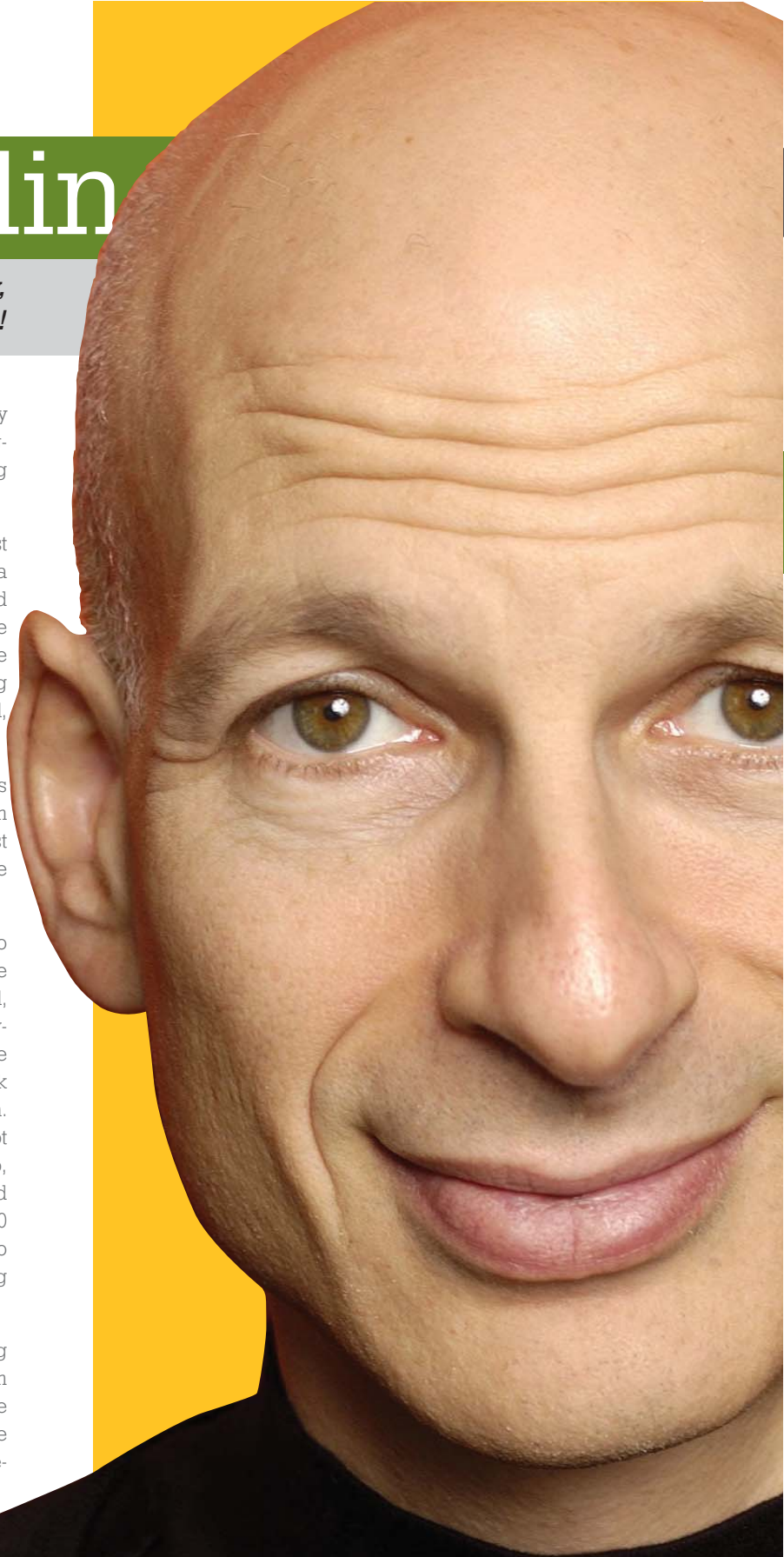
Named one of the top 21 speakers for the 21st century by Successful Meetings Magazine, Godin draws on his bestselling-books and years of being a marketing pioneer to bring audiences of all kinds to their feet.

Continuing to push the envelope and make waves, his latest endeavour, The Domino Project, completely excludes a traditional print publication for his new book, Poke the Box. Hailed as "the kick in the pants you need to shake up your life," Poke the Box urges everyone to do just as The Domino Project does, move away from conformity and toward ingenuity, toward answering unknown questions for ourselves. As Godin himself described, "Poke the Box is about the spark that brings things to life."

Godin's first book Permission Marketing, was a New York Times bestseller 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."

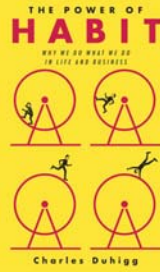
In all, he has written thirteen books that have been translated into more than thirty languages. Every one has been a bestseller. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. Godin's second book, Unleashing the Ideavirus, is the most popular e-book ever published, and in 2003, his book Purple Cow was the #1 bestselling marketing book on Amazon. His other works include The Big Red Fez, Survival Is Not Enough, Free Prize Inside, All Marketers Are Liars, The Big Moo, Small is the New Big, and Meatball Sundae. Tribes: We Need You to Lead Us, became an instant best-seller, and his 2010 Linchpin: Are You Indispensable? inspires audiences to overcome the resistance that holds them back from becoming an indispensable asset to any organization.

Seth was founder and CEO of Yoyodyne, the industry's leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin worked as VP Direct Marketing at Yahoo before leaving to become a full time speaker, writer and blogger. He holds an MBA from Stanford, and was called "the Ultimate Entrepreneur for the Information Age" by Business Week.



Innovation & Change

Consumer Habits & Predictive Analytics



charles Duhigg

New York Times Investigative Reporter &
Bestselling Author, *The Power of Habit*

Charles Duhigg is the author of *The Power of Habit*, a bestselling book about the science of habit formation in our lives, companies and societies. In it, Charles sheds light on scientific discoveries that explain why habits exist and how they can be changed, bringing to life a whole new understanding of human nature and its potential for transformation.

Charles investigates why some people and companies struggle to change, despite years of trying, while others seem to remake themselves overnight. He takes us to laboratories where neuroscientists explore how habits work and where, exactly, they reside in our brains. We discover how the right habits were crucial to the success of Olympic swimmer Michael Phelps, Starbucks CEO Howard Schultz, and civil-rights hero Martin Luther King, Jr. We go inside Procter & Gamble, Target superstores, Rick Warren's Saddleback Church, NFL locker rooms, and the nation's largest hospitals and see how implementing so-called keystone habits can earn billions and mean the difference between failure and success, life and death.

At its core, *The Power of Habit* contains an exhilarating argument: the key to exercising regularly, losing weight, raising exceptional children, becoming more productive, building revolutionary companies and social movements, and achieving success is understanding how habits work. Habits aren't destiny and by harnessing this new science, we can transform our businesses, our communities and our lives.

Charles has worked at the New York Times since 2006. He is currently working on a series about Apple named "The iEconomy," and before that contributed to other series, including "Golden Opportunities" (which received the George Polk Award, the Sidney Hillman Award and a Deadline Award), "The Reckoning," (which won the Loeb and was a finalist for the Pulitzer Prize) and "Toxic Waters," (which received The Scripps Howard National Journalism Award, the Investigative Reporters and Editors' Medal, the National Academies' reporting award and others).



Charles is a native of New Mexico. He studied history at Yale and received an MBA from Harvard Business School. He has appeared on *This American Life*, *N.P.R.*, *The Newshour with Jim Lehrer* and *Frontline*. Before becoming a journalist, Charles worked in private equity and – for one terrifying day – was a bike messenger in San Francisco.

A close-up portrait of Jonah Berger, a man with curly, light brown hair and green eyes, wearing a blue and white checkered shirt. He is looking directly at the camera with a slight smile.

jonah Berger

Professor of Viral Marketing at University of Pennsylvania and Author of *Contagious: Why Things Catch On*

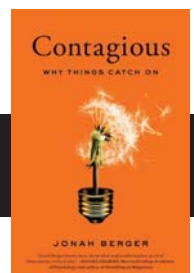
Jonah Berger is the James G. Campbell Assistant Professor of Marketing at the Wharton School at the University of Pennsylvania. He has published dozens of articles in top-tier academic journals, and popular accounts of his work have appeared in places like The New York Times, The Wall Street Journal, The Washington Post, Science, Harvard Business Review, Wired, BusinessWeek, and Fast Company. His research has also been featured in The New York Times Magazine's annual "Year in Ideas" issue. Berger has been recognized with awards for both scholarship and teaching, including being named Wharton's "Iron Prof." He lives in Philadelphia, Pennsylvania.

What makes things popular? Why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral?

Wharton marketing professor Jonah Berger has spent the last decade answering these questions. Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos. *Contagious* combines groundbreaking research with powerful stories. Learn how a luxury steakhouse found popularity through the lowly cheesesteak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the most seemingly boring products there is: a blender.

If you've wondered why certain stories get shared, e-mails get forwarded, or videos go viral, Berger explains why, and shows how to leverage these concepts to craft contagious content. The book also provides a set of specific, actionable techniques for helping information spread for designing messages, advertisements, and information that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, will show you how to make your product or idea catch on.

Word of Mouth & Viral Marketing



david Usher

Juno Award Winning Musician
& Creativity Expert

David Usher is a creative tour de force. Selling more than to 1.4 million albums fronting the rock band, Moist, and as a solo artist, David has won five Juno Awards and has had ten different singles hold the number one position on radio in Canada. On a global level, he's had top ten and top twenty radio singles in England, Germany, France, Russia and fourteen other countries.

In 2011, his first French language single, Je Repars, was number one at radio for eight weeks. As if singing in another language was not hard enough (David's been known to record Thai versions of his music as well), the consummate creative is equally passionate about using technology to build new and interesting businesses.

From real-time social media aggregation software that's currently being used by the Vancouver Canucks and Calgary Flames to his company, Cloudid Creativity Labs that brings together artists, programmers, physical hackers and designers to collaborate and develop new and interesting projects. At the request of Amnesty International, Cloudid created and now operates *ArtistsForAmnesty.com*, a platform that enables Amnesty International to leverage the social reach of supportive artists.

David speaks to organizations (both large and small) about the power of creativity by providing his formula to make businesses more creative.

When time permits, he also writes a column for the Huffington Post on creativity and the creative process.

David has a degree in political science from Simon Fraser University and has lived and traveled all over the world. When he's not on the road he can be found in front of a computer dreaming up something new to create. David's latest album *Songs from the Last Day on Earth* was released on October 2nd, 2012.



**Core Creativity: How to Bring Creativity,
Innovation & Inspiration to the Work that You Do**

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.

PER ATTENDEE

\$449 plus HST

GROUP OFFER*
\$399 plus HST

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

VIP PASS

Experience The Art of Marketing to its fullest! This exclusive package allows you to fully maximize your experience and extract the most value and content from this remarkable day of learning and networking.

PER ATTENDEE

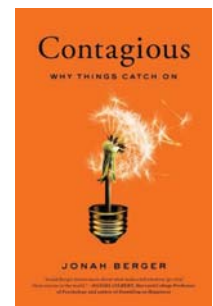
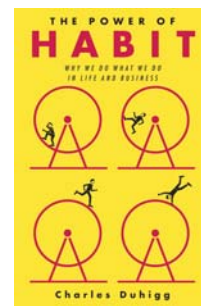
\$649 plus HST

GROUP OFFER*
\$599 plus HST

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

Includes:

- Express VIP entrance
- Reserved premier seating in first five rows
- Exclusive VIP three course lunch
- An eco-friendly tote bag and notebook
- Copies of featured bestselling books:
 - › **Linchpin** - Seth Godin
 - › **The Power of Habit** - Charles Duhigg
 - › **Contagious** - Jonah Berger



Group PRICING

Groups of 3 or more can **SAVE \$50** off the price of each ticket. Passes 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.

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



Registration Form

Metro Toronto Convention Centre, South Building - Hall G

Contact Name _____

Title _____ Company _____

Address _____ City _____

Province/State _____ Postal/Zip Code _____ Country _____

Email _____ Telephone _____

ADDITIONAL ATTENDEE NAMES

EMAIL

- | | |
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| 1. _____ | _____ |
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| 4. _____ | _____ |
| 5. _____ | _____ |

PRICING

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

General Pass(es) \$449 ea _____ **x** Pass(es) = _____ HST (13%) = _____

VIP Pass(es) \$649 ea _____ **x** Pass(es) = _____ **TOTAL** = _____

PAYMENT OPTIONS

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

Cheque* or Money Order* Mastercard VISA American Express

Creditcard Number _____ CW _____ Expiry _____

Cardholders Name _____ Signature _____

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