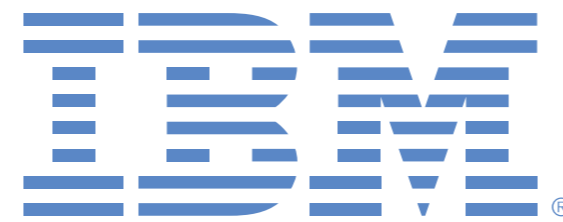




# THE ART OF MARKETING

Presented By



In Partnership With



TORONTO | MAY 28, 2014 | 8:30AM - 5:00PM



MALCOLM GLADWELL

MARC ECKŌ

DENISE LEE YOHN

MATTHEW DIXON

SCOTT STRATTEN

*"An organization's ability to learn,  
and translate that learning into  
action rapidly, is the ultimate  
competitive advantage."*

- Jack Welch  
Former Chairman & CEO of GE



MAY 28, 2014 | 8:30AM - 5:00PM

METRO TORONTO CONVENTION CENTRE

South Building - Hall G

222 Bremner Blvd., Toronto, ON M5V 2T6

[www.mtccc.com](http://www.mtccc.com)

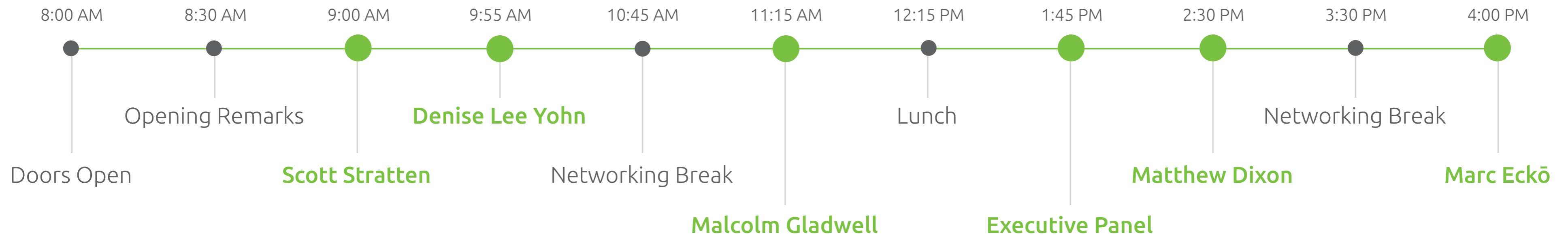
# ABOUT THE ART OF MARKETING

## WHAT TO EXPECT

Building on the success of our SOLD OUT national tour, 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 1,800 of Canada's most influential marketers.

## WHY ATTEND

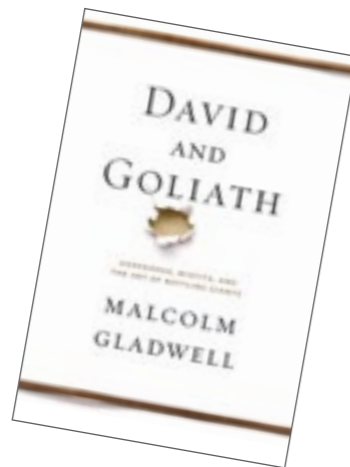
Developed to answer the questions currently facing your organization, The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views and interacts with your brand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



# WHAT YOU WILL LEARN

## Malcolm Gladwell

### David and Goliath – Underdogs, Misfits, & the Art of Battling Giants



- The hidden rules that shape the balance between the weak and the mighty, the powerful and the dispossessed.
- How fundamentally we misunderstand the true meaning of advantages and disadvantages.
- Gladwell draws upon history, psychology, and powerful storytelling to reshape the way we think of the world around us.
- Why you should work on your strengths rather than try and improve upon the weaknesses.

LEARN MORE ►

## Marc Eckō

### Unlabel: Selling You Without Selling Out



- Why it's not enough to simply merge your inner artist with business savvy—you must understand the anatomy of a brand, starting with its authentic spine.
- How to discover your own voice by overcoming fear and taking action.
- Why failure is essential.
- How to understand how your product or service makes people feel.
- How to recognize if your nostalgia for the past is hampering your ability to envision your future.

LEARN MORE ►

## Denise Lee Yohn

### What Great Brands Do: Seven Brand-Building Principles



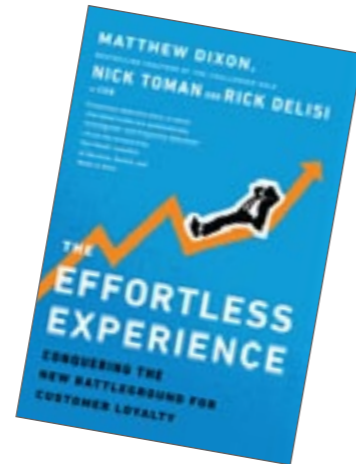
- The seven principles that successful brands consistently implement.
- How strong brand-building drives profitable growth, enhances stakeholder relationships, and engages employees.
- How a brand platform should guide and fuel every aspect of a business's operations.
- Case studies and real-life examples of brand-building successes and failures.
- How to close the gap between bold brand promises and actual customer experiences.

LEARN MORE ►

# WHAT YOU WILL LEARN

## Matthew Dixon

### Create Loyalty by Reducing Customer Effort



- Why exceeding expectations during service interactions has negligible impact on customer loyalty.
- How service organizations create loyal customers primarily by reducing customer effort – i.e. helping them solve their problems quickly and easily – not by delighting them in service interactions.
- Why in the customer service environment, Customer Satisfaction (CSAT) is a weak predictor of customer loyalty. Customer Effort Score (CES), however, tops the charts with the highest predictive power.
- Why most customers don't want to be "wowed"; they want an effortless experience.
- How a company's ability to deliver on basic promises and solve day-to-day problems in the service interaction best drives customer loyalty.

LEARN MORE ►

## Scott Stratten

### UnMarketing: Stop Marketing, Start Engaging

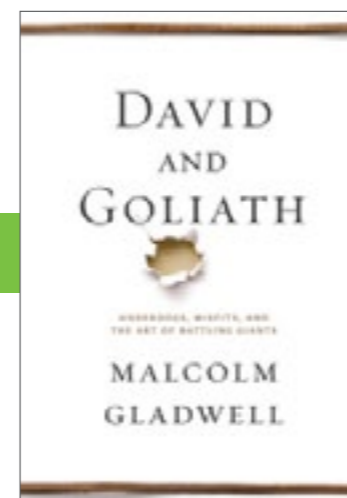
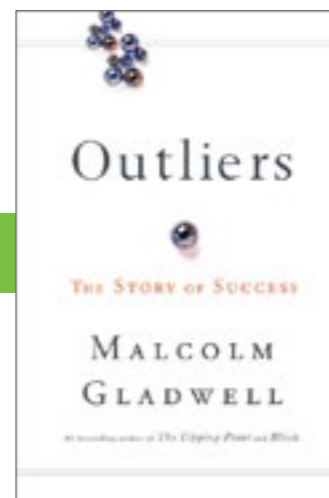
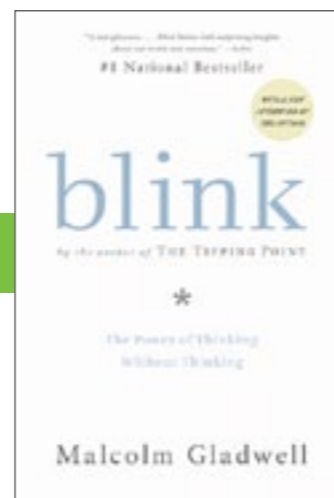


- How to filter out all of the bad advice, misinformation, and misuse of business tools that are available.
- Real-life examples along with tips and guidance on experts, human resources, marketing/branding, networking (in person and online), public relations, and customer service.
- Find out what not to do. Why it doesn't do you any good to do a few things right and a lot of things wrong.
- How to prevent using QR codes, and other bright and shiny technologies, because you can, and not because you should.
- Why Social Media isn't the answer to everything.

LEARN MORE ►

# MALCOLM GLADWELL

Author of Five *New York Times* Bestsellers, *TIME's* 100 Most Influential People & a Member of the Order of Canada



Malcolm Gladwell is the author of five New York Times bestsellers - *The Tipping Point*, *Blink*, *Outliers*, *What the Dog Saw*, and now, his latest, *David and Goliath: Underdogs, Misfits and the Art of Battling Giants*. He has been named one of the 100 most influential people by *TIME* magazine and one of the Foreign Policy's Top Global Thinkers.

He has explored how ideas spread in *The Tipping Point*, decision making in *Blink*, and the roots of success in *Outliers*.

With his latest book, *David and Goliath*, he examines our understanding of the advantages of disadvantages, arguing that we have underestimated the value of adversity and over-estimated the value of privilege.

He has been a staff writer for *The New Yorker* since 1996. He has won a national magazine award and been honored by the American Psychological Society and the American Sociological Society. He was previously a reporter for *The Washington Post*.

Malcolm is an extraordinary speaker: always on target, aware of the context and the concerns of the audience, informative and practical, poised, eloquent and warm and funny. He has an unsurpassed ability to be both entertaining and challenging.

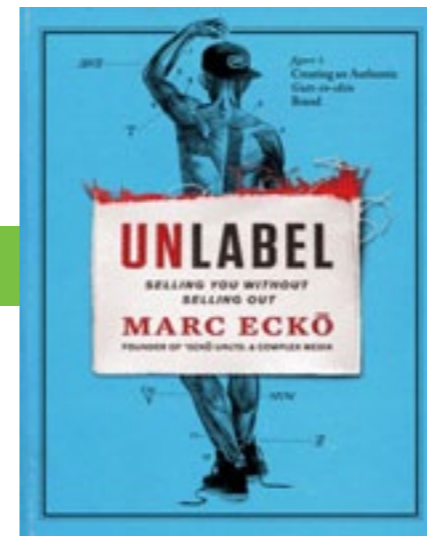
*"Fascinating...Gladwell is a master of synthesis. This perennially bestselling author prides himself on radical re-thinking and urges the rest of us to follow suit."*

- Heller McAlpin, *Washington Post*





**\*eckō unltd.**



# MARC ECKŌ

Founder and Chief Creative Officer  
of Marc Eckō Enterprises & Author of  
*Unlabel: Selling You Without Selling Out*

One of the most provocative entrepreneurs of our time, Eckō has built his company into a billion-dollar fashion and media empire. Now he steps out from behind the rhino to reveal a visionary formula for building an authentic brand engineered for success.

Eckō is a fashion designer, entrepreneur, investor, and artist. He is the founder of Marc Eckō Enterprises, a global fashion and lifestyle company, and founder and chairman of Complex Media, the world's leading provider of fashion, entertainment, lifestyle, and product trends to young male tastemakers.

Complex Media Network includes 110+ websites that generate more than 700 million page views and 70 million unique visitors per month.

His book, *Unlabel: Selling You Without Selling Out*, was released in October 2013. As instructive as it is innovative, *Unlabel* will empower you to channel your creativity, find the courage to defy convention, and summon the confidence to act and compete in any environment. It's a visual blueprint for how to grow both creatively and commercially by testing your personal brand against the principles of "The Authenticity Formula."

George Lucas has said, "Marc Eckō designed his future while putting his own spin on history. He's fearless and he built his brand out of his love of art and pop culture, without being seduced by nostalgia. Marc may have been inspired by Star Wars, but he made it his own—and no one has made Star Wars cooler than Eckō. His unique vision became a global force in fashion. For art and execution, this is the text book I wish I could have bought in college."

Eckō serves as an emeritus board member to the Council of Fashion Designers of America, Big Picture Learning, and Tikva Children's Home. He lives in New Jersey.



*Marc is living proof that you can be a marketing and business whiz and still be a true artist."*

- CNBC

# DENISE LEE YOHN

## Brand-Building Expert & Author of *What Great Brands Do*

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards.

An influential writer, Denise enjoys challenging readers to think differently about brand-building. She contributes the

monthly column Brand New Perspectives to QSR Magazine and has published work in numerous outlets, including Harvard Business Review, Advertising Age, and OPEN Forum. In 2008 she launched her blog, brand-as-business bites™, which the Marketing Executives Networking Group (MENG) named as one of the top 20 marketing blogs. Denise also penned the book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest*.

With her expertise and personal approach, Denise delivers an array of inspirational workshops, presentations, and keynote addresses to business leaders in all

industries. When she's not writing or speaking, she serves as the brand director for TEDx San Diego and sits on the board of directors for a branch of the YMCA.

Outside of her professional roles, Denise counts hiking Mount Kilimanjaro, dancing with a professional ballet company, and flying a helicopter as some of her greatest life experiences.

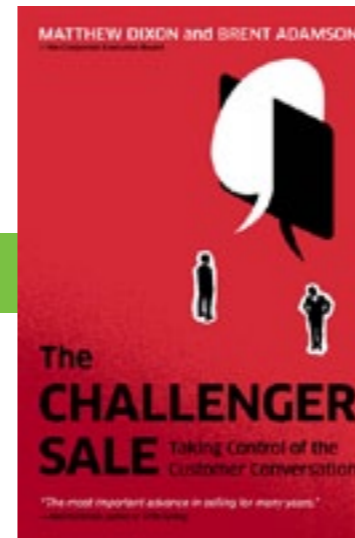


*While brands have become increasingly complex and challenging to manage, Denise has done a terrific job of breaking down what matters in building brands that don't just thrive, but win."*

**- Scott Davis, Chief Growth Officer, Prophet, & author of Building the Brand Driven Business**







# MATTHEW DIXON

## Bestselling Author of *The Effortless Experience*, *The Challenger Sale* & Executive Director of Strategic Research at CEB

Matt Dixon, an executive director of strategic research at CEB, has an unrelenting drive to find the answers to questions senior executives often take for granted. For more than 15 years, Matt has worked to uncover the truth behind many pillars of conventional wisdom in sales and customer service, often overturning long-held assumptions that are costing companies dearly in terms of wasted money and lost market opportunity.

As a senior member of CEB's global research team, Matt has overseen dozens of original quantitative and qualitative research studies on all aspects of customer service strategy and sales productivity. Matt has presented these compelling findings to hundreds of senior

executives and management teams around the world, including those for many Fortune 500 companies.

In a landscape dominated by motivational speakers offering little more than personal anecdotes and reinforcement of conventional wisdom, Matt challenges leadership dialogue with presentations packed with counterintuitive insights and wrapped in a story-telling format that keeps his audiences scratching their heads and debating long-held assumptions.

The work of Matt and his research team has been featured in Harvard Business Review and most recently in his newly published book, *The Challenger Sale: Taking Control of the Customer*

Conversation. Matt is also one of the authors behind CEB's recently released book, *The Effortless Experience: Conquering the New Battleground for Customer Loyalty*, which was published in September 2013. He is also a frequent contributor on sales and customer services topics on Harvard Business Review's blog as well as on CEB's sales and customer service blogs.

Matt holds a Ph.D. in political economy from the University of Pittsburgh and a B.A. with honors from Mount Saint Mary's University in Emmitsburg, Md. He resides with his wife and four children in Silver Spring, Md. In his free time, Matt is an avid triathlete, competing at the elite level for the past several years.

“What's brilliant about *The Effortless Experience* is its pragmatism, illustrated by the observation that we can easily make things worse for customers and often do more harm than good. Here is real, practical, implementable guidance to help avoid those pitfalls.”

- Richard Joyce, Operations Director, Home Retail Group Customer Services

# SCOTT STRATTEN

Bestselling Author of *UnMarketing*,  
*The Book of Business Awesome*  
(and *UnAwesome*) & *QR Codes Kill Kittens*



Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing which he calls Un-Marketing. It's all about positioning yourself as a trusted expert in front of your target market, so when they have the need, they choose you.

Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business, he ran his "UnAgency" for a nearly a decade before solely focusing

on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape.

He now has over 160,000 people follow his daily rantings on Twitter and was named one of the top 5 social media influencers in the world on Forbes.com. It's the only time he's felt comfortable

being compared to Ashton Kutcher, P Diddy and Justin Bieber.

He has written three bestselling business books, the newest being "QR Codes Kill Kittens" a picture book for fed-up business people.

His passion comes out most when speaking on stage, preaching engagement and becoming one of the most sought-out speakers on the subject.

“An eye-opener of why, and how, we need to start shifting our marketing weight from the broadcast leg to the dialogue leg. And it doesn't hurt one bit that he made it the funniest and most entertaining presentation we all sat through all year.”

- Tom Moradpour, International Marketing Director, PepsiCo



# WHAT PEOPLE ARE SAYING

*"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**

*"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 of Marketing  
**HOCKEY CANADA**

*"Terrific speakers, engaged audience and relevant topics!"*

- Michelle Aboud  
Digital Marketing  
**THE GAZETTE**

*"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**

# NOTABLE PAST ATTENDEES



# REGISTRATION INFORMATION

## 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.

**\$449.00**  
EACH (+HST)

- General admission seating from row 7

## VIP PASS

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

**\$649.00**  
EACH (+HST)

- Express entrance
- Reserved seating in rows 3 to 6
- Exclusive three course lunch
- An eco-friendly tote bag & notebook
- Copies of 3 featured bestselling books:
  - What Great Brands Do - **Denise Lee Yohn**
  - The Effortless Experience - **Matthew Dixon**
  - QR Codes Kill Kittens - **Scott Stratten**



## PLATINUM PASS

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

**\$849.00**  
EACH (+HST)

- **Photo opportunity with Malcolm Gladwell** 📷
- Express entrance
- Reserved premier seating in the first 2 rows
- Exclusive three course lunch
- An eco-friendly tote bag & notebook
- Copies of 5 featured bestselling books:
  - David and Goliath - **Malcolm Gladwell**
  - Unlabel - **Marc Eckō**
  - What Great Brands Do - **Denise Lee Yohn**
  - The Effortless Experience - **Matthew Dixon**
  - QR Codes Kill Kittens - **Scott Stratten**



## GROUP OFFER

SAVE **\$50** PER PASS WHEN YOU **BUY 3 OR MORE!**

Passes must be purchased together to qualify for group pricing.

**REGISTER NOW** ▶