



THE ART OF
MARKETING

Presented By



VANCOUVER | MARCH 19, 2014 | 9:00AM - 5:00PM



SETH GODIN

KEITH FERRAZZI

NANCY DUARTE

JOHN JANTSCH

BRIAN WONG

MITCH JOEL

*"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

**THE ART OF
MARKETING**
Presented by **Microsoft**



MARCH 19, 2014 | 9:00AM - 5:00PM

THE CENTRE
777 Homer Street
Vancouver, BC
V6B 2W1

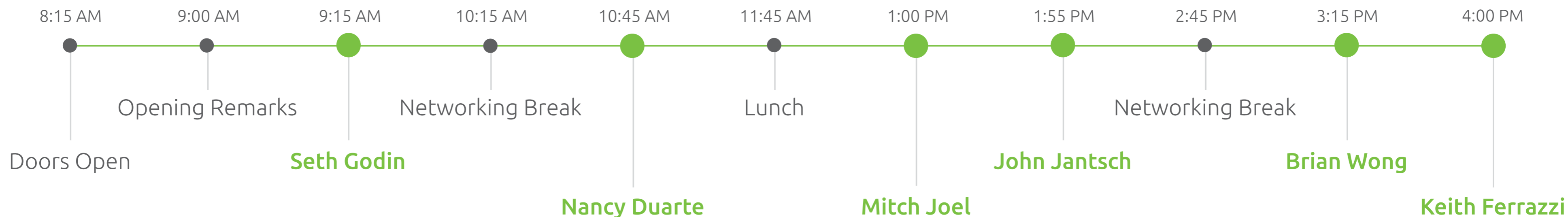
ABOUT THE ART OF MARKETING

WHAT TO EXPECT

Building on the success of our SOLD OUT national tour, this one day conference features six 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 1,500 of Canada's most influential marketers.

WHY ATTEND

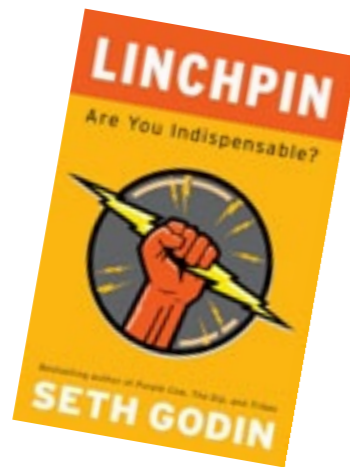
Developed to answer the questions currently facing your organization, The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views and interacts with your brand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



WHAT YOU WILL LEARN

Seth Godin

Invisible or Remarkable? Tips From His Bestselling Books

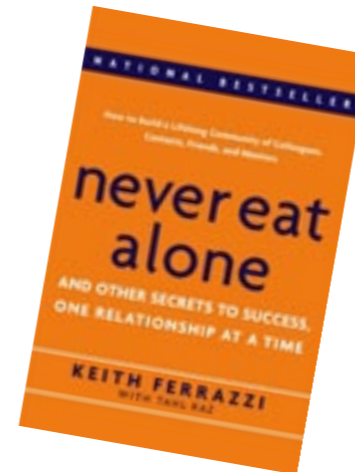


- Permission Marketing: Turning strangers into friends and friends into customers.
- The power of telling authentic stories in a low-trust world.
- How to create a “purple cow”- an offering that stands out from the crowd and causes customers to take notice.
- Learn the benefits of using creative, remarkable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

LEARN MORE ►

Keith Ferrazzi

Collaboration & Innovation for Marketing Success



- A systematic approach for collaborative problem-solving.
- Methods for creating an environment where innovation and creativity can flourish.
- Keith’s Relationship Action Plan – identifying and building optimization strategies around the relationships critical to your team’s success.
- How almost any average-performing rep, once equipped with the right tools, can successfully reframe customers’ expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

LEARN MORE ►

Nancy Duarte

Resonate: Use Stories & Symbols to Create a Movement



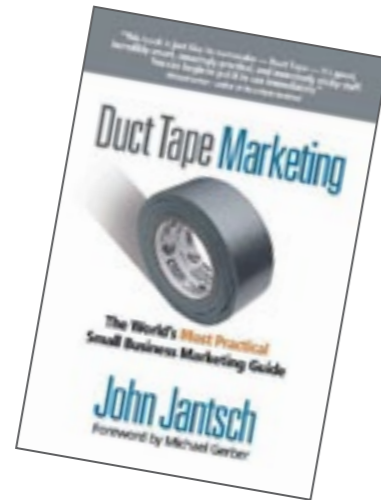
- Leverage the hidden story structures inherent in great communication.
- Connect with your audience empathetically.
- Create captivating content.
- Craft ideas that get repeated.
- Inspire enthusiasm and support for your vision.

LEARN MORE ►

WHAT YOU WILL LEARN

John Jantsch

How Audience Development, Inbound Selling & Customer Engagement Create Customer Experience



- How to move beyond the Marketing Funnel The power of telling authentic stories in a low-trust world.
- Why audience development is the new lead generation.
- How to empower sales reps to think like marketers.
- Why a great customer experience is the key to lead generation.
- How to create value by marketing to your customers.

LEARN MORE ►

Brian Wong

How to Stop Ruining & Start Rewarding Everyday Moments



- "Ten ways to go beyond" in capturing your audience.
- Why age is not a factor and how to turn other perceived disadvantages into advantages.
- How incorporating "play" and "reward" into everyday experiences can humanize a business.
- Why happiness is the most important currency for marketers.
- How to make an emotional connection with consumers.

LEARN MORE ►

Mitch Joel

Ctrl Alt Delete - Reboot Your Business... Your Future Depends on It

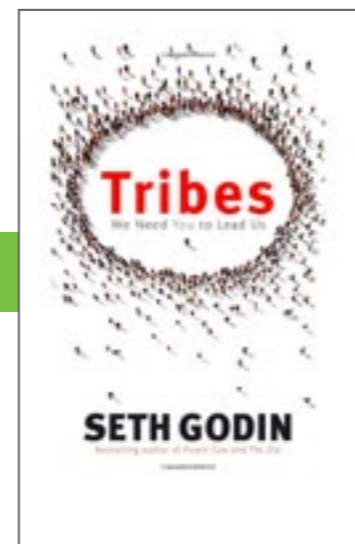


- How the power of direct relationships has changed in the past five years.
- How to leverage data and analytics in a simple and profound way (and you don't have to be a scientist).
- What the next great wave of marketing is (and how you can capitalize on it).
- How to think very different about your advertising dollars.
- Why you should not worry about mobile (because there is something bigger/more important to think about).

LEARN MORE ►

SETH GODIN

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



Seth Godin is the author of 17 books that have been bestsellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. You might be familiar with his books *Linchpin*, *Tribes*, *The Dip* and *Purple Cow*.

In addition to his writing and speaking, Seth is founder of squidoo.com, a fast growing, easy to use website. His blog (which you can find by typing "seth" into

Google) is one of the most popular in the world. Before his work as a writer and blogger, Godin was Vice President of Direct Marketing at Yahoo!, a job he got after selling them his pioneering 1990s online startup, Yoyodyne.

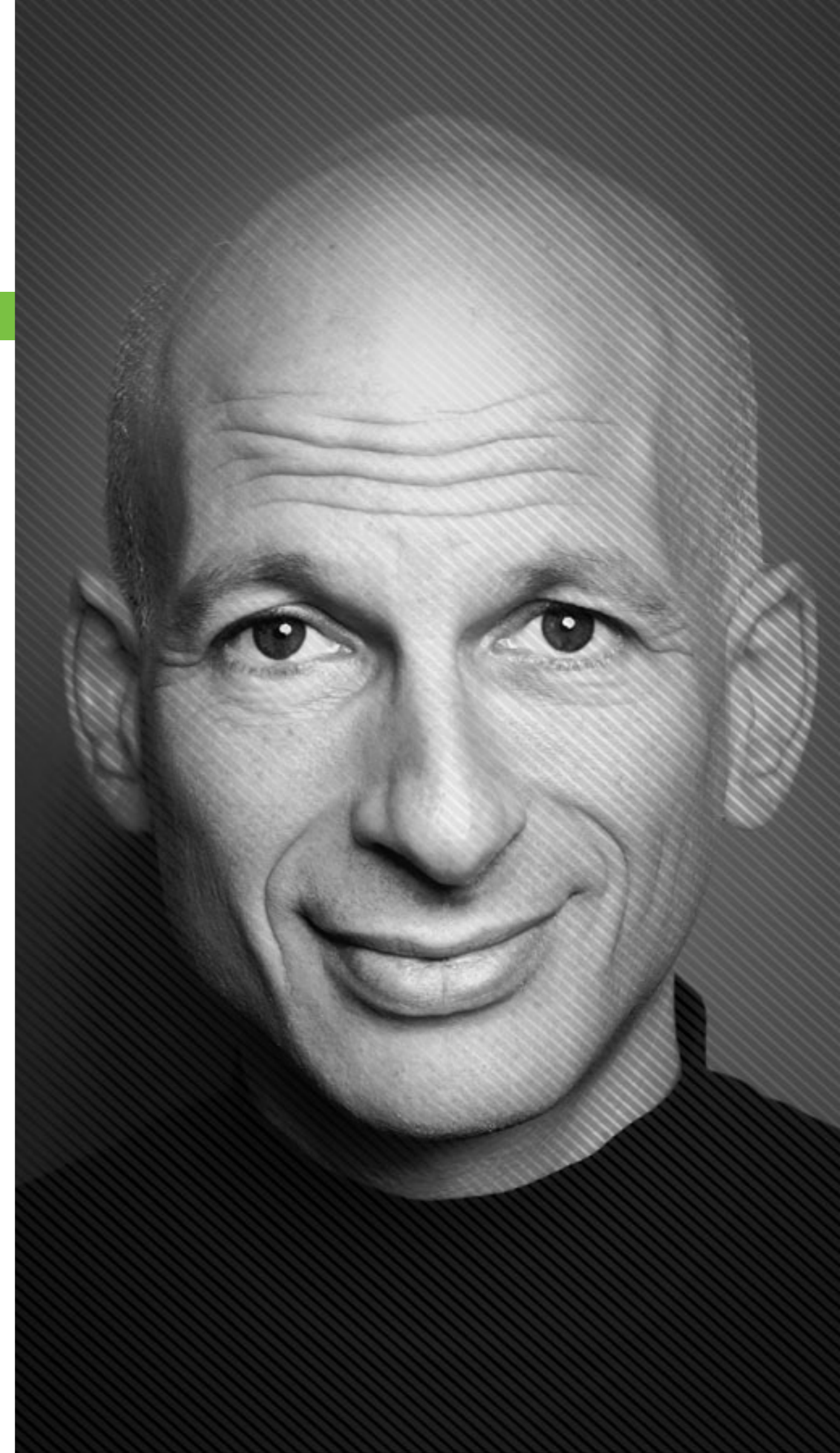
In 2013, Godin was inducted into the Direct Marketing Hall of Fame, one of three chosen for this honor.

Recently, Godin once again set the book publishing on its ear by launching a series of four books via Kickstarter. The

campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way. His latest, *The Icarus Deception*, argues that we've been brainwashed by industrial propaganda, and pushes us to stand out, not to fit in.

“Godin is endlessly curious, opinionated and knowledgeable on a wide variety of subjects. He is a relentless marketer ...and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function.”

- Miami Herald





KEITH FERRAZZI

**#1 New York Times Bestselling Author
of *Never Eat Alone* & *Who's Got Your Back***

Ferrazzi has won a place as one of the top thought leaders in American business. His first book, *Never Eat Alone*, redefined networking today. His #1 NY Times bestseller *Who's Got Your Back* focuses on lifeline relationships, a narrow category of deep, trusting peer relationships that disproportionately affect our careers and well-being.

Ferrazzi has been named a "Global Leader of Tomorrow" by the World Economic Forum, one of the top "40 Under 40" business leaders by *Crain's Business*, and one of the most creative Americans in *Who's Really Who*.

Ferrazzi moves audiences to action and has been enthusiastically recognized as one of the world's most dynamic, engaging speakers. He has received accolades from an impressively diverse list of listeners: Merrill Lynch, Goldman Sachs, Microsoft, the United Nations, Facebook, the World Economic Forum, Kraft, GM, Century 21, AT&T, and Aon, to name a few.

Ferrazzi has been a contributor to CNN and CNBC, and a guest on *Larry King Live* and the *Today Show*. His writing has appeared in *Forbes*, *Inc.*, *Business Week*, *The Wall Street Journal*, and the *Harvard Business Review*.

As founder and chairman of Ferrazzi Greenlight, a research-based consulting and training company, Ferrazzi provides corporate leaders with strategic consulting and training to improve sales, performance, and team cohesion, with an emphasis on personal transformation.

Ferrazzi launched his career as the youngest Chief Marketing Officer in the Fortune 500 at Deloitte Consulting, and was also CMO at Starwood Hotels and CEO at YaYa Media.



Keith really got my group engaged in a way that no one has before. Watching them interact and try new things during the presentation was powerful. He took the time to really understand our challenges and gave my people specific, actionable tools."

- Head of International Advertising Sales, The Wall Street Journal

NANCY DUARTE

Communication Expert & Bestselling Author of *Slide:ology* & *Resonate*



Nancy Duarte is a communication expert who has been featured in Fortune, Forbes, Fast Company, Wired, Wall Street Journal, New York Times, LA Times and on CNN. Her firm, Duarte, Inc., has created more than a quarter of a million presentations for the world's most influential businesses, institutions, causes, and authors. As a persuasion specialist Nancy developed a unique methodology, which applies storytelling and visual thinking principles to business communications that shift audience beliefs and behaviors. Her latest book, *The HBR Guide to Persuasive Presentations*, is currently HBR's most purchased guidebook.

Duarte, Inc. is the largest design firm in Silicon Valley, as well as the fifth largest

female employer in the area. Nancy has won several prestigious awards for communications and entrepreneurship, and was awarded "Entrepreneur of the Year" by the University of Southern Mississippi in 2013. She has been a speaker at a number of Fortune 500 companies and top business schools, and teaches classes at Stanford University several times a year.

Nancy has 20 years of experience working with global companies and thought leaders, and her firm has influenced how the world perceives some of the most important brands, including Apple, Cisco, Facebook, GE, Google, HP, TED, Twitter, and the World Bank. Nancy is the author of three award-winning

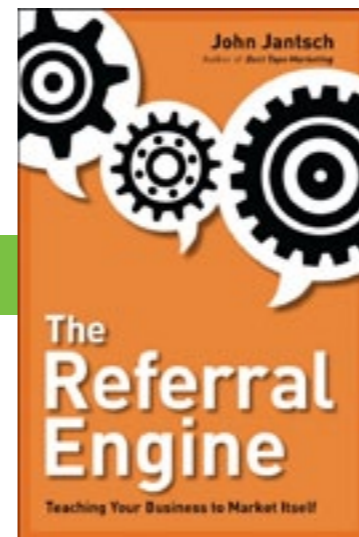
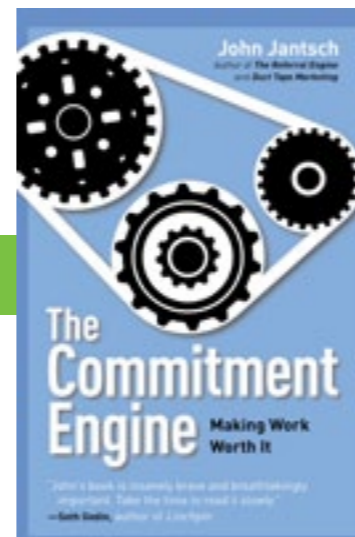
books. *The HBR Guide to Persuasive Presentations* provides tips to help business communicators create powerful messages and visuals, win over tough crowds, and strike the right tone in any situation. *Resonate: Present Visual Stories that Transform Audiences* identifies the hidden story structures inherent in great communication, and spent more than 300 days on Amazon's Top 100 Business Book bestsellers list. *Slide:ology: The Art and Science of Creating Great Presentations* teaches readers to think visually and has been translated into eight languages.

Nancy has three grown children who walk in their destiny and a husband who has loved her for over 30 years. She has two grand-dogs, Bear and Necessity.

“Storytelling, empathy, and creativity are fundamental to the way we communicate, learn, and grow. Resonate teaches us how to access and master these gifts in meaningful and productive ways.”

- Biz Stone, Twitter Co-Founder





JOHN JANTSCH

Marketing Consultant & Bestselling Author of *Duct Tape Marketing*, *The Commitment Engine* & *The Referral Engine*

John Jantsch is a marketing consultant, speaker and bestselling author *Duct Tape Marketing*, *The Commitment Engine* and *The Referral Engine*.

Jantsch is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network that trains and licenses small business marketing consultants around the world.

His blog was chosen as a Forbes favorite for marketing and small business and his

podcast, a top ten marketing show on iTunes, was called a “must listen” by Fast Company magazine.

Huffington Post calls him one of the top 100 “Must Follow” on Twitter and Forbes named Duct Tape Marketing one of the 100 Best Websites for Entrepreneurs. He is the featured marketing contributor to American Express OPENForum and is a popular presenter of workshop and webinars for organizations such as American Express, Intuit, Verizon, HP, and Citrix.

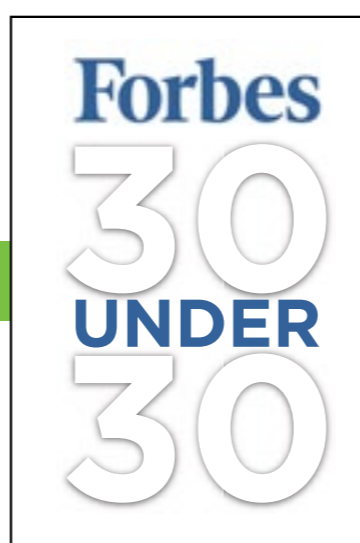
His practical take on small business is often cited as a resource in publications such as the Wall St. Journal, New York Times, and CNNMoney.



John offers practical processes and gives you the action steps to take, to quickly implement his referral techniques for rapid results.”

- Robin Robins, Technology Bootcamp

BRIAN WONG



Founder & CEO of Kiip, & Featured in *Forbes 30 Under 30*

Brian Wong is the co-founder and CEO of Kiip (pronounced “keep”), a category-creating mobile rewards network that is redefining mobile advertising through an innovative platform that leverages “moments of achievement” in games and apps to simultaneously benefit users, developers and advertisers. Backed by IPG, Hummer Winblad, Relay Ventures, True Ventures, Digital Garage and others, the company has raised \$15.4 million in funding to date.

Kiip has been named one of the world’s 50 Most Innovative Companies by Fast

Company, listed by Forbes as one of the 4 Hot Online Ad Companies to Put on Your Watch List and included on the Dow Jones FASTech50 List. Called the youngest person to ever receive venture capital funding by CNBC and The Wall Street Journal, Brian received his Bachelor of Commerce from the University of British Columbia at age 18, after skipping four K-12 grades.

He has been recognized with many awards for his accomplishments and leadership, including: the Top 20 Under 20 awards for all of Canada; Business Insider’s Top

25 Under 25 in Silicon Valley, 30 Under 30 in Advertising and 18 Most Important People in Mobile Advertising; Forbes’ 30 Under 30 in 2011 and 2012; Mashable’s Top 5 Entrepreneurs to Watch; iMedia 25; One of AdWeek’s Seven Would-be Mobile Titans; and the AdAge Creativity Top 50.

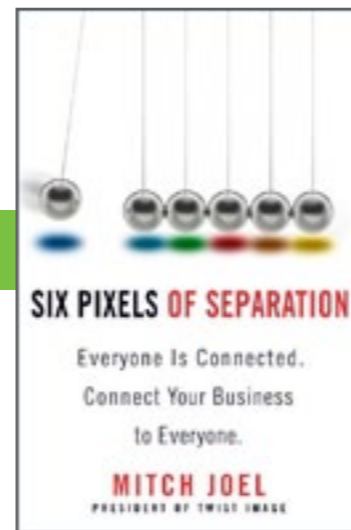
Before starting Kiip, Brian led key publisher and tech partnerships at the social news website Digg.com, where he accelerated the company’s mobile presence by launching the Digg Android mobile app.



Brian is an incredible guy, I never met a CEO so enthusiastic and full of a communicative positive energy. He gave everybody a breath of fresh air when he came to Luxembourg."

- Jerome Grandidier, CEO at Telecom Luxembourg





MITCH JOEL

President of Twist Image & Bestselling Author of *Six Pixels of Separation* & *Ctrl Alt Delete*

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.

Joel is a Board Member for the Canadian Marketing Association and an executive for the National Advertising Benevolent Society of Quebec. He is also a former Board Member of the Interactive Advertising Bureau of Canada. He sits on the content committee for both Shop.org and the Web Analytics Association, and is on the advisory council for many businesses and charitable organizations. Joel speaks frequently to diverse groups

like Wal-Mart, Starbucks, Microsoft, Procter and Gamble, Hewlett Packard and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins, Tom Peters and Dr. Phil.

Joel is frequently called upon to be a subject matter expert for Huffington Post, BusinessWeek, Fast Company, Marketing Magazine, Profit, Strategy, Money, The Globe & Mail 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 is a business and marketing bestseller.



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

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 (+GST)

- 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 (+GST)

- 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:
 - Linchpin - **Seth Godin**
 - The Referral Engine - **John Jantsch**
 - Ctrl Alt Delet - **Mitch Joel**



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.

\$799.00
EACH (+GST)

- 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:
 - Linchpin - **Seth Godin**
 - The Referral Engine - **John Jantsch**
 - Ctrl Alt Delete - **Mitch Joel**
 - Who's Got Your Back - **Keith Ferrazzi**
 - Resonate - **Nancy Duarte**



GROUP OFFER

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

Passes must be purchased together to qualify for group pricing.

REGISTER NOW ▶