



TORONTO  
June 14, 2016

MORGAN SPURLOCK

AVINASH KAUSHIK

BETHANY MOTA

ADAM GARONE

STEPHEN SHAPIRO

*“Marketing is no longer about the stuff you make, but about the stories you tell.”*

- Seth Godin

**A** THE ART OF  
MARKETING





# ABOUT THE ART OF MARKETING

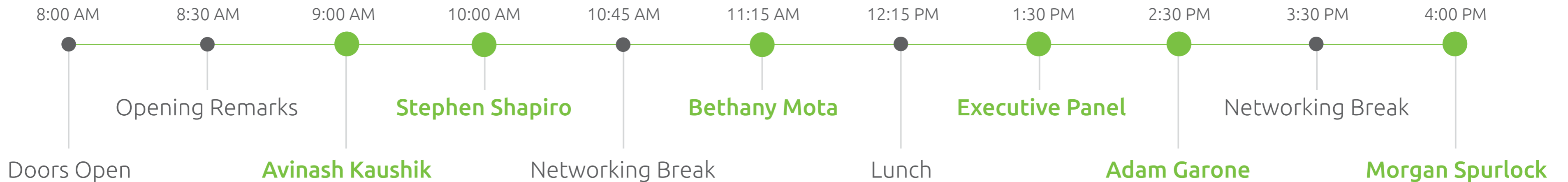
**JUNE 14, 2016 | 8:30AM - 5:00PM**  
**METRO TORONTO CONVENTION CENTRE**  
North Building - John Bassett Theatre  
255 Front Street West, Toronto, ON M5V 2W6  
[www.mtccc.com](http://www.mtccc.com)

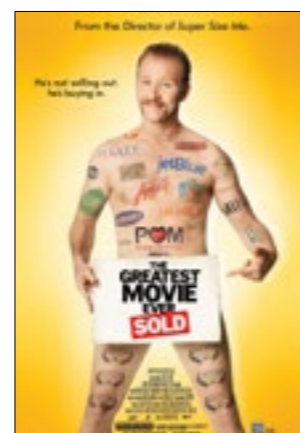
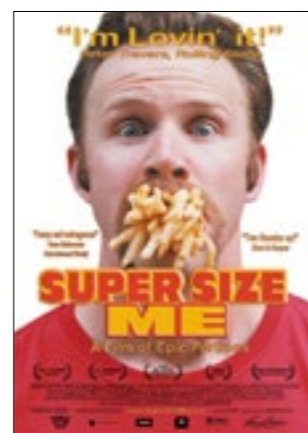
The lines between marketing and sales are blurring. Technology has changed the pace of business. To succeed, marketers need to be agile and proactive to attract consumers who have more information and options than ever.

While creativity still plays an important role, marketing success now depends on how well brands can seize opportunities and make on-the-fly strategic and tactical changes.

The Art of Marketing is a forum that explores the power shift in brand-consumer relationships. It puts the spotlight on how business models are being disrupted and, as a result, how marketers need to rethink how to achieve their goals.

It is a thought-provoking opportunity to learn from industry leaders, bestselling authors and visionaries about how new ideas and approaches need to be embraced to keep brands relevant and consumers engaged.





# MORGAN SPURLOCK

Academy Award-Nominated Filmmaker and Host of CNN's Inside Man

Morgan Spurlock is a New York based writer, director and producer. His first film, Super Size Me, premiered at the Sundance Film Festival in 2004, winning Best Directing honors. The film went on to win the inaugural Writers Guild of America Best Documentary Screenplay award as well as garner an Academy Award nomination for Best Feature Documentary.

Since then he has directed, produced and

distributed multiple film, TV and digital projects, including the critically acclaimed CNN television series Morgan Spurlock Inside Man, the FX series 30 Days and the films Where in the World is Osama Bin Laden?, Confessions of a Superhero, Czech Dream, Chalk, The Future of Food, What Would Jesus Buy?, the WGA Award-winning and Emmy nominated The Simpsons 20th Anniversary Special: In 3-D! On Ice!, Freakonomics, POM Wonderful Presents:

The Greatest Movie Ever Sold, Comic-Con: Episode IV – A Fan's Hope, Mansome, and One Direction: This Is Us.

Morgan is currently working on season three of Morgan Spurlock Inside Man for CNN and 7 Deadly Sins for Showtime. His upcoming digital projects include "Connected," the first long-form series for AOL and "Smartish," a new premium branded content channel for Maker Studios.

## WHAT YOU WILL LEARN

### BRANDED CONTENT & STORYTELLING

- Exploring the world of product placement, marketing and advertising, boundary-pushing filmmaker Morgan Spurlock unmask the marketing process to bring audiences behind closed doors directly into the pitch meetings and marketing presentations, which ultimately inform our everyday entertainment decisions.
- Spurlock dissects the world of advertising and marketing by using his personal integrity as currency to sell out to the highest bidder. Scathingly funny, subversive and deceptively smart, Spurlock's talk shines a definitive light on our branded future.

“There are not enough words to tell you how phenomenal Morgan's program was! He was dynamic, funny, insightful and captivating.”

- Northern Illinois University

# AVINASH KAUSHIK

## Digital Marketing Evangelist for Google, Bestselling Author and Co-Founder of Market Motive Inc.

Avinash Kaushik is the Digital Marketing Evangelist for Google and the co-Founder of Market Motive Inc.

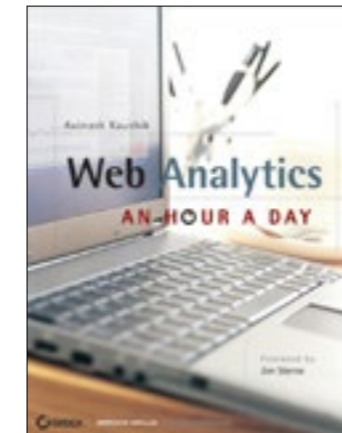
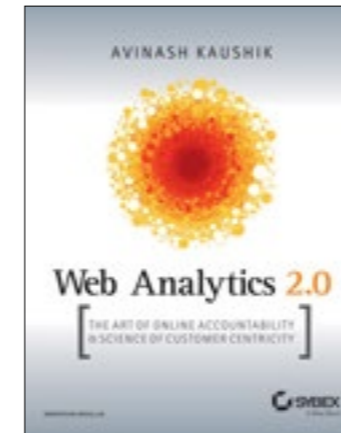
Through his blog, Occam's Razor, and his best selling books, Web Analytics: An Hour A Day and Web Analytics 2.0, Avinash has become recognized as an authoritative voice on how executive teams can leverage digital platforms and data to out-innovate their competitors and achieve superior financial results.

Avinash puts common sense frameworks around the often frenetic digital world, and combines that with the philosophy that investing in talented individuals 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 P&G, Dell, Time Warner, Chase Bank, Hyatt, Porsche, and IBM. He has delivered keynotes at a variety of global conferences, including Search Engine Strategies, Ad-Tech, Monaco Media Forum, iCitizen, JMP Innovators' Summit and Web 2.0.

Acting on his passion for teaching Avinash has lectured at major universities



such as Stanford University, University of Virginia, University of California – Los Angeles and University of Utah. He is also on the Advisory Board of University of Toronto Rotman School of Management's program on CRM Excellence as well as on the Advisory Board of University of California at Irvine's program on Web Intelligence.

Avinash has received honors such as Statistical Advocate of the Year award from the American Statistical Association, Rising Star award from the Direct Marketing Educational Foundation, and Most Influential Industry Contributor from the Digital Analytics Association.



### DIGITAL MARKETING & ANALYTICS

- Why marketers need to evolve their mindsets from a focus on demographics and psychographics to thinking about how to meet audience intent through creative content and key data insights.
- How to drive new and rapid innovation in your digital strategies to accelerate revenues by adapting to the next generation of marketing.
- The See, Think, Do, Care framework will be presented to help you make key changes that will impact your business now.

*Analytics is vitally important, and no one explains it more elegantly, more simply, or more powerfully than Avinash Kaushik.*

**- Seth Godin,  
Bestselling Author**



WHAT YOU WILL LEARN



# BETHANY MOTA

## YouTube Superstar, Entrepreneur and One of the Most Powerful Voices in Social & New Media

YouTube superstar and entrepreneur Bethany Mota has become one of the most powerful voices in social and new media. Today, Bethany's YouTube channel has over 9 million subscribers, and her videos have been viewed close to a billion times. Having grown into a true trendsetter, she also has 3 million dedicated followers on Twitter, and 5 million followers on Instagram.

In December 2013, Bethany designed and launched the first of many collections for apparel brand Aeropostale. Targeted at teens between 14 and 17 years old, the line can be found in over 900 stores around the country and includes apparel, fragrance, and accessories. The success of Bethany's design work led her to becoming the #1

searched fashion designer on Google in 2014.

Bethany's popularity and entrepreneurship in the branding and digital space has garnered notice from a number of top outlets, including the TODAY show, The View, TIME magazine where she was named as one of the most influential teens in 2014, Vogue which named her as one of the top YouTubers taking over the world, and Business Insider which named her as one of the most powerful people in Hollywood, among many others.

Additionally, Bethany has been featured on various publications' covers, including Seventeen Magazine, Fast Company, Latina, and AdWeek, among others.

She regularly travels across the country and the globe to mentor and help build other social networks. In 2014 Bethany released her first single, "Need You Right Now," which debuted at #3 on the iTunes charts. She was a contestant on season 19 of ABC's hit competition series Dancing with the Stars, where she placed in the final top 4.

Bethany kicked off 2015 with an interview with President Obama following his State of the Union address, which was viewed by millions around the world. A vocal advocate of social causes, she has also partnered with two organizations, UNICEF, and PACER National Bullying Prevention Center, to front campaigns targeted at teens.

### FIRESIDE CHAT WITH BETHANY MOTA

Bethany Mota has a larger and more dedicated audience than almost every smash hit TV show. With over 10 million subscribers to her YouTube channel, it's not uncommon for her videos to generate over 5 million views each (some creep past the amount of subscribers she has). From there, she's built equally impressive communities on Instagram and beyond, has appeared on Dancing With The Stars and has her own clothing line with Aeropostale. How did she do it? Can all brands do this? Yes, you can. In this intimate fireside chat, President of Mirum, Mitch Joel, and international bestseller and speaker will discuss with Mota her ascent in the media world and why brands need to think more like Bethany Mota and less like an advertiser.

“Teens want to relate, engage, and connect to what is real, and Bethany projects that.”

- Emilia Fabricant,  
EVP of Aéropostale Brands

# ADAM GARONE

## CEO & Co-Founder of The Movember Foundation



Adam Garone is CEO and co-founder of Movember, a global charity that raises funds and awareness for men's health. Since 2003, millions have joined the men's health movement, raising close to \$700 million and funding over 800 programs in 21 countries. Movember was named a Top 100 Best NGOs by the Global Journal in 2013 and 2014.

Adam has nurtured a movement that, over the past decade, has been almost entirely responsible for the resurgence of the seasonal moustache. Each

November, hundreds of thousands of men worldwide grow moustaches while raising millions for the battle against prostate cancer, testicular cancer, men's mental health, and physical inactivity. As Global CEO of Movember, Adam leads their passionate team across six offices, driving innovation to keep each campaign fresh, fun, and relevant, driving efficiencies to minimize their cost base, and working with their programs team to ensure all raised funds go to the projects that will achieve their vision.

Perhaps it's appropriate that Garone was previously an Australian Army Special Forces officer. Now a leading philanthropic entrepreneur, he has built Movember into one of the most innovative philanthropic stories of the past decade, working to change—literally and figuratively—the face of men's health.

His recent talks include Talks at Google, South by Southwest, and the Milken Institute Global Conference. A 2013 GQ Australia Man of the Year, he wears his moustache year-round.

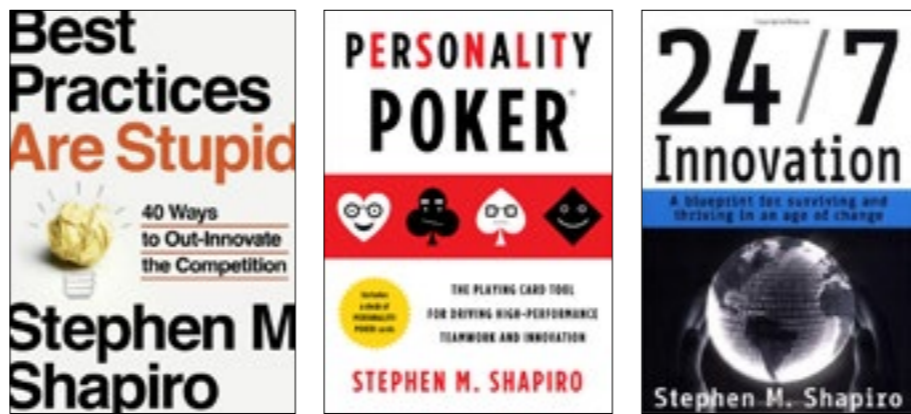


### GRASSROOTS & ADAPTIVE MARKETING

- Hear the story and the lessons Garone has learned from being a co-founder of the Movember Foundation from its humble beginnings in 2003 in Melbourne Australia to become a global phenomenon, that changed the face of fashion and created a charity that has raised \$750 million, funding more than 1,000 men's health programs in 21 countries.
- Learn how winning brands predict the future.
- How Garone has built Movember into one of the most innovative philanthropic stories of the past decade.

“*Movember—the growing tradition for men to sport a mustache during the month of November to raise awareness of prostate cancer—will soon be on the tip of everyone's tongue—or lip rather.*”

- Los Angeles Magazine



# STEPHEN SHAPIRO

Bestselling Author and  
World-Renowned Innovation Expert

Stephen Shapiro cultivates innovation by showing leaders and their teams how to approach, tackle and solve their business challenges. Applying the knowledge he has accrued over decades in the industry, Stephen is able to see what others can't: opportunities to improve innovation models and the cultures that support them.

The first innovation opportunity Stephen spotted was the opportunity to innovate within his own life. Halfway through his 15-year tenure at Accenture, while leading the company's business process reengineering practice, he realized he no longer wanted to be responsible for people losing their

jobs. So he did exactly the opposite by building Accenture's thriving 20,000-person process and innovation practice focused on growth and job creation.

In 2001, after publishing his first book, *24/7 Innovation*, Stephen left Accenture to become a full-time innovation speaker and advisor to clients around the world. Since then he has published four more books – *Goal-Free Living* (2006), *The Little Book of Big Innovation Ideas* (2007), *Personality Poker* (2010) and *Best Practices are Stupid* (2011) — and spoken to audiences in 50 different countries.

Today, Stephen continues to focus on

transforming the way businesses like 3M, P&G, Marriott, Nike, and Microsoft to improve innovation practices through customized and keynote speeches, advisory engagements and other services. Passionate and captivating, Stephen's high-energy approach to innovation gets audiences out of their seats and into new ways of thinking about their business challenges.

Stephen currently serves on the Board of Directors of National Speakers Association (NSA) and is the recipient of the Certified Speaking Professional (CSP) designation, NSA's highest earned designation. In 2015 he was inducted into the Speaker Hall of Fame.

## WHAT YOU WILL LEARN

### INNOVATION & CREATIVITY

- How to differentiate your brand to stand out from the crowd.
- How changing the questions you ask will change the results you get...and how this will drive different marketing strategies.
- How to develop new insights into your market by looking outside of your market.

“ Stephen Shapiro is  
the best presenter of  
ideas since Tom Peters.

- Michael Johnson,  
Business Week



# 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 snapshot 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

 **Electrolux**

 **AstraZeneca**

**LoyaltyOne**

**RE/MAX**

**FedEx**



**Bell**Media



**WESTJET**

**RSA**

 **Microsoft**

 **ROGERS**

 **YOKOHAMA**



# 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)

- Theatre seating directly behind VIP and Platinum reserved sections
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers

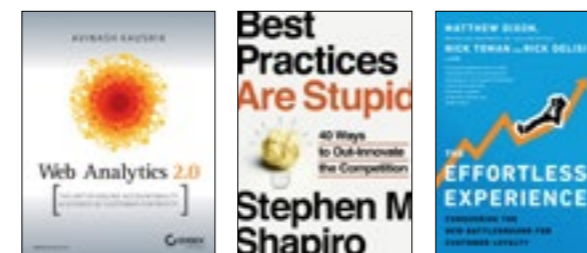
# VIP PASS

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

**\$649.00**

Each (+HST)

- Express entrance
- Reserved premier seating section beginning in the third row
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
  - *Web Analytics 2.0* - Avinash Kaushik
  - *Best Practices Are Stupid* - Stephen Shapiro
  - *The Effortless Experience* - Matthew Dixon



# PLATINUM PASS

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

**\$799.00**

Each (+HST)

Only 50 Available!

- Express entrance
- Reserved premier seating in the first two rows
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
  - *Web Analytics 2.0* - Avinash Kaushik
  - *Best Practices Are Stupid* - Stephen Shapiro
  - *The Effortless Experience* - Matthew Dixon
  - *The Thank You Economy* - Gary Vaynerchuk
  - *Ctrl Alt Delete* - Mitch Joel



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