



Presented By



VANCOUVER | APRIL 15, 2015 | 8:30AM - 5:00PM



CHIP HEATH

MARTIN LINDSTROM

DR. ROBERT CIALDINI

JACKIE HUBA

NIR EYAL



*"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





# ABOUT THE ART OF MARKETING

APRIL 15, 2015 | 8:30AM - 5:00PM

VANCOUVER CONVENTION CENTRE

East Building - Ballroom ABC

999 Canada Place, Vancouver, BC V6C 3C1

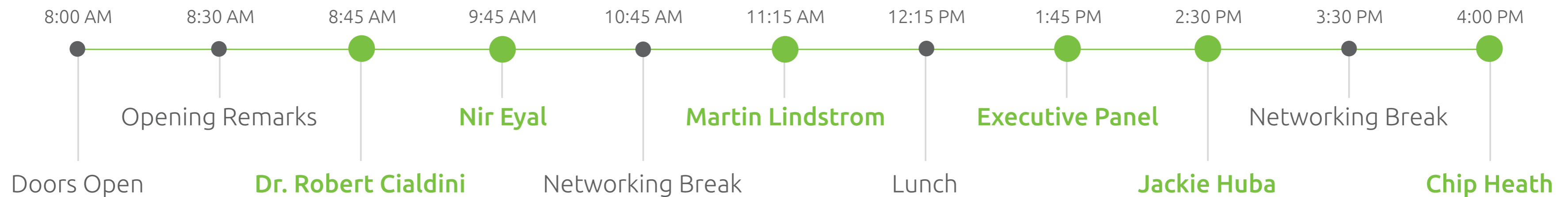
[www.vancouverconventioncentre.com](http://www.vancouverconventioncentre.com)

## 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 1,200 of Canada's most influential marketers.

## WHY ATTEND

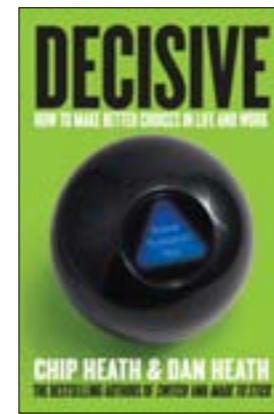
Developed to answer the questions currently facing your organization, The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views and interacts with your brand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



# WHAT YOU WILL LEARN

## Chip Heath

**Made to Stick: Why Some Ideas Survive and Others Die**

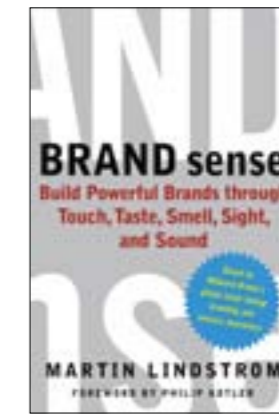
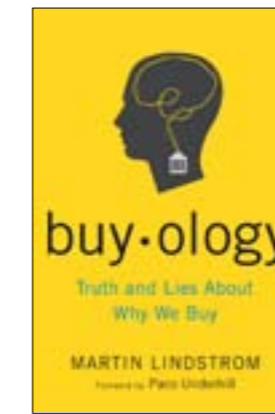


- Understand why some ideas thrive while others die and how to improve the chances of worthy ideas.
- How to kill communication barriers at work and weave strategy into your team's day to day conversation.
- Learn the principles of successful ideas at work—and how we can apply these rules to making our own messages “stick.”
- How to motivate people to care about your idea and how to get them to act on it.
- Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives?

LEARN MORE ►

## Martin Lindstrom

**Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy**



- How retailers have turned shopping into a science where every step we take is mapped out (and even predicted before we take it).
- Why we buy 35% more when listening to a certain style of music—and how consumer priming is the next big thing in retail design.
- How privacy is a thing of the past and why we've just witnessed the very beginning of a world which will expose more than imagined.
- How data mining, privacy and tracking will evolve over just the next two years to a level you'll even find hard to imagine today.
- New techniques that enable companies to customize websites to recognize user profiles and how companies are planning to obtain user data in the future.

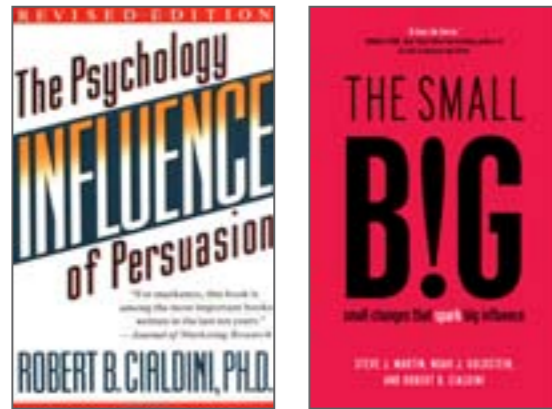
LEARN MORE ►



# WHAT YOU WILL LEARN

## Dr. Robert Cialdini

**Influence:  
The Ultimate Power Tool**



- What we can do to shorten the time required to develop and deepen relationships with our prospects, customers, and co-workers.
- How we can effectively establish our authority and trustworthiness with those we meet for the first time.
- What words we can use to increase dramatically the likelihood that we will receive in return.
- How to make relatively minor modifications to your persuasive practices that will result in major increases in their effectiveness.

LEARN MORE ►

## Jackie Huba

**Loyalty Lessons  
from Lady Gaga**

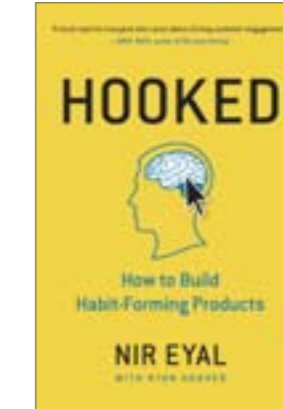


- Why you should focus on your “one percenters”: Huba explains how Gaga spends most of her effort on just 1% of her audience, the highly-engaged superfans who drive word of mouth.
- How to lead with values: Huba explains how Gaga is consistent in her message of being yourself and loving others for who they are, which creates a deep emotional connection.
- Why you need to consistently give your audience something to talk about. Whether by wearing a meat dress or ‘dying’ in a pool of blood onstage, Lady Gaga knows what will get people talking.

LEARN MORE ►

## Nir Eyal

**Hooked: How to Build  
Habit-Forming Products**



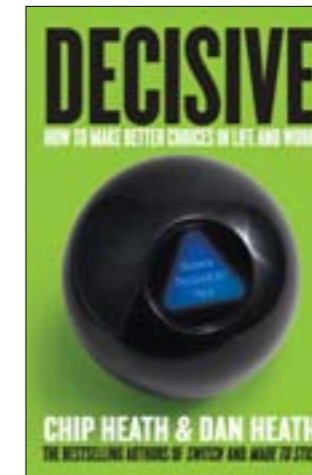
- The common design patterns of habit-forming products.
- The stages of habit formation and how to optimize for user retention.
- An in-depth look at the psychology behind what drives user behaviour and how to build products to cater to core human needs.
- Why some products capture widespread attention while others flop and what makes us engage with certain products out of sheer habit.

LEARN MORE ►



# CHIP HEATH

New York Times Bestselling Author  
of *Made to Stick*, *Switch* & *Decisive*  
& Professor at Stanford  
Graduate School of Business



Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on business strategy and organizations. He is the co-author (along with his brother, Dan) of three books. Their latest book, *Decisive: How to Make Better Decisions in Life and Work* was published in spring of 2013 and debuted at #1 on the Wall

Street Journal bestseller list and #2 on the New York Times. Their 2010 book, *Switch: How to Change Things When Change is Hard*, hit #1 on both bestseller lists. Their first book, *Made to Stick: Why Some Ideas Survive and Others Die*, spent two years on the Business Week bestseller list and was an Amazon Top 10 Business Book

for both editors and readers. Their books have been translated into over 30 languages including Thai, Arabic, and Lithuanian. Chip has consulted with clients ranging from Google and Gap to The Nature Conservancy and the American Heart Association. His parents are just happy that their sons are playing well together.

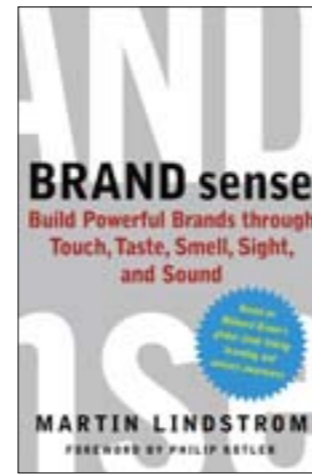
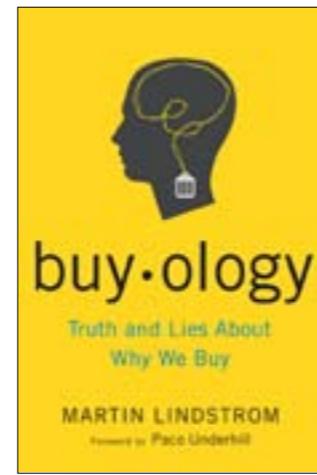


*We have never had a speaker who better integrated our information into their presentation and his balance of humor and storyteller was spot on. It was the most practical and actionable speaker we have had."*

**- Allstate Insurance Group**







# MARTIN LINDSTROM

New York Times Bestselling Author of *Buyology*, *Brandsense*, *Brandwashed* & Recipient of TIME Magazine's "World's 100 Most Influential People"

True story. When he was a kid growing up in Denmark, young Martin had but one thought in his life: LEGO. He hand-built and slept on a LEGO bed. The family garden became his very own LEGOLAND creation, attracting visitors from near and afar (including the lawyers from LEGO).

At this time, aged 12, LEGO installed Lindstrom onto their advisory board. And then, of all the children in the world - they gave him the very first green brick in the collection.

You're guessing this is what got Martin started in the crazy world of branding, marketing and all things advertising... and you'd be right!

Fast forward 3 decades later. Recipient

of TIME Magazine's "World's 100 Most Influential People". As an author, speaker, and advisor on brands and brand building, Martin Lindstrom has carved out an entirely unique niche as a global expert and pioneer in the related fields of consumer psychology, marketing, brands, and neuro-scientific research.

He is the author of several New York Times and Wall Street Journal bestselling books including: *Buyology - Truth and Lies About Why We Buy*, *Brandsense*, *Brandwashed* plus 3 other major bestsellers on brands and marketing.

Lindstrom offers a uniquely global overview of branding and marketing. He is a pathfinder in the world of marketing and is on the road 300 days annually,

working with and advising top executives of McDonald's Corporation, Procter & Gamble, Nestle, Microsoft Corporation, The Walt Disney Company, RedBull, GlaxoSmithKline, PepsiCo, amongst others. His annual personal global audience is estimated at over a million people.

Martin is the anchor and producer behind NBC's hugely popular TV show; 'Main Street Makeover' and 'Marketing Mind Games' on TODAY, is a columnist for Fast Company and TIME - and continues to feature in the Wall Street Journal, Newsweek, The Economist, New York Times, Bloomberg Businessweek, The Washington Post, USA Today, and numerous other publications and television channels.

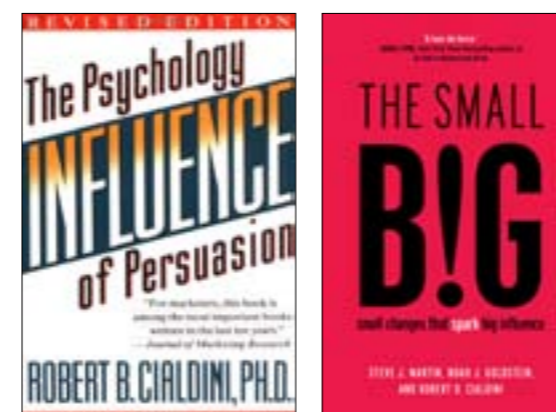


*Lindstrom... has an original, inquisitive mind... a fascinating look at how consumers perceive logos, ads, commercials, brands, and products."*

- TIME



# DR. ROBERT CIALDINI



## New York Times Bestselling Author of *Influence: The Psychology of Persuasion*

Dr. Robert Cialdini has spent his entire career researching the science of influence earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation. His books including, *Influence: Science & Practice*, are the result of decades of peer-reviewed research on why people comply with requests. *Influence* has sold over 2 million copies, is a New York Times Bestseller and has been published in twenty-seven languages.

Because of the world-wide recognition of Dr. Cialdini's cutting edge scientific

research and his ethical business and policy applications, he is frequently regarded as the "Godfather of influence."

Dr. Cialdini received his Ph.D from the University of North Carolina and post doctoral training from Columbia University. He has held Visiting Scholar Appointments at Ohio State University, the University of California, the Annenberg School of Communications, and the Graduate School of Business of Stanford University. Currently, Dr Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University.

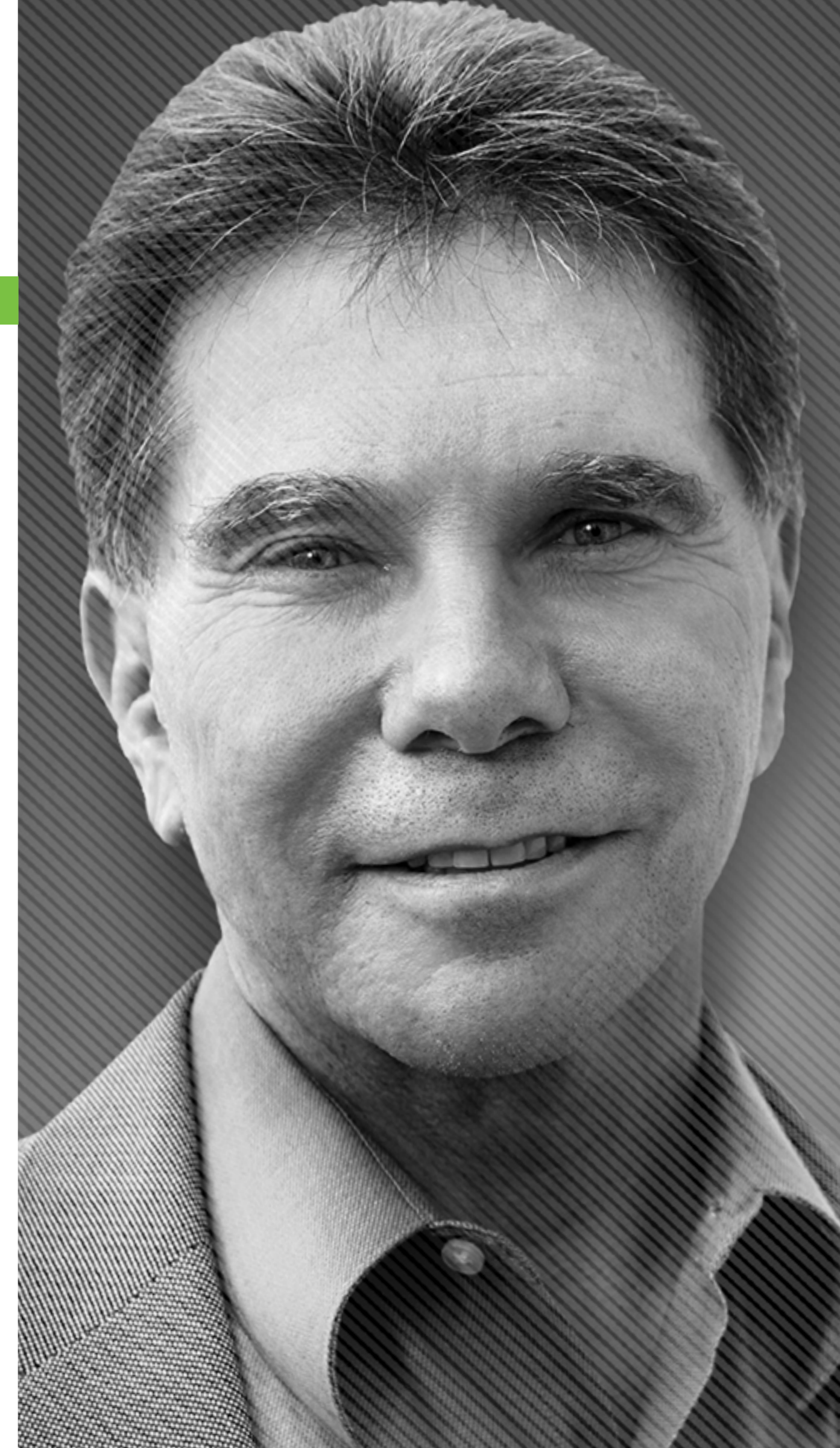
Dr. Cialdini is President of INFLUENCE AT WORK; focusing on ethical influence training, corporate keynote programs, and the CMCT (Cialdini Method Certified Trainer) program.

Dr. Cialdini's clients include such organizations as Google, Microsoft, Cisco Systems, Bayer, Coca Cola, KPMG, AstraZeneca, Ericsson, Kodak, Merrill Lynch, Nationwide Insurance, Pfizer, AAA, Northern Trust, IBM, Prudential, The Mayo Clinic, GlaxoSmithKline, The Weather Channel, the United States Department of Justice, and NATO.



*Robert Cialdini is the Benjamin Franklin of research on influence—a keen observer of human nature, great writer, minter of pithy phrases, and clever experimenter who's able to capture lightning in a jar."*

**- Chip Heath, Professor, Stanford Graduate School of Business**







# JACKIE HUBA

## Customer Loyalty Expert & Bestselling Author of *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*

Jackie Huba is the co-author of three books on customer loyalty. Her most recent book is *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*, which outlines how the pop star has built a legion of loyal fans and the lessons that business can use to build their own loyal customers. Her second book, *Citizen Marketers: When People are the Message*, documents the emerging world of social media and how brands should begin to embrace a participatory culture. Besides being widely used at companies as an introduction to social media, *Citizen Marketers* has been adopted by college instructors as a tool for understanding the underlying nature of social media and what it means for marketing and

public relations. Jackie's first book, *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force*, explains how companies convert customers into evangelists who spread the word about products, benefits or value propositions. *Creating Customer Evangelists* has been translated into six languages and has become a strategic focus for companies around the world.

Through her consulting, Jackie has helped leading companies such as Discovery Communications, Whirlpool, Dell, and Kraft to create more loyalty in their customer base.

Jackie is also a Forbes.com contributor,

writing about customer loyalty and word of mouth marketing. Named as one of the 10 most influential online marketers, Jackie previously co-authored the award-winning *Church of the Customer* blog for ten years, with more than 105,000 daily readers. Her work has frequently been featured in the media, such as the Wall Street Journal, The New York Times, Businessweek, and Advertising Age. She was a founding Board Member of the Word of Mouth Marketing Association.

She is an 11-year veteran of IBM, a graduate of Penn State University, a Pittsburgh Steelers fanatic and resides in Austin, Texas.

“ You ROCKED it. Best speaker session we've had to date – and we've had some top speakers come to Dell. Thank you for your energy, passion, analogies, and insights on how Dell can be more focused on the customer and delivering to our 1 Percenters.”

- Liz Bullock Brown, Dell



# NIR EYAL

## Bestselling Author of *Hooked: How to Build Habit-Forming Products* & Inc. Magazine's "Top 10 Marketing Books of 2014"

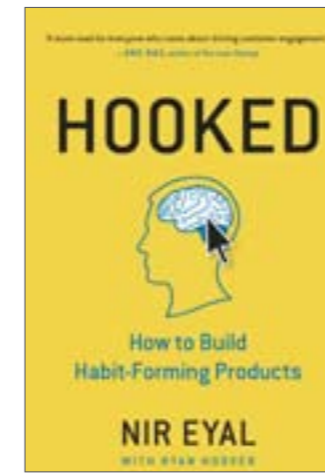
Nir Eyal writes, consults, and teaches about the intersection of psychology, technology, and business. He is the author of the Wall Street Journal bestseller *Hooked: How to Build Habit-Forming Products*. The book was also recently named one of Inc. Magazine's "Top 10 Marketing Books of 2014" and

"one of the best business books of the year" by Goodreads. Nir founded two tech companies since 2003 and has taught at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design at Stanford.

Nir is also an advisor to several Bay

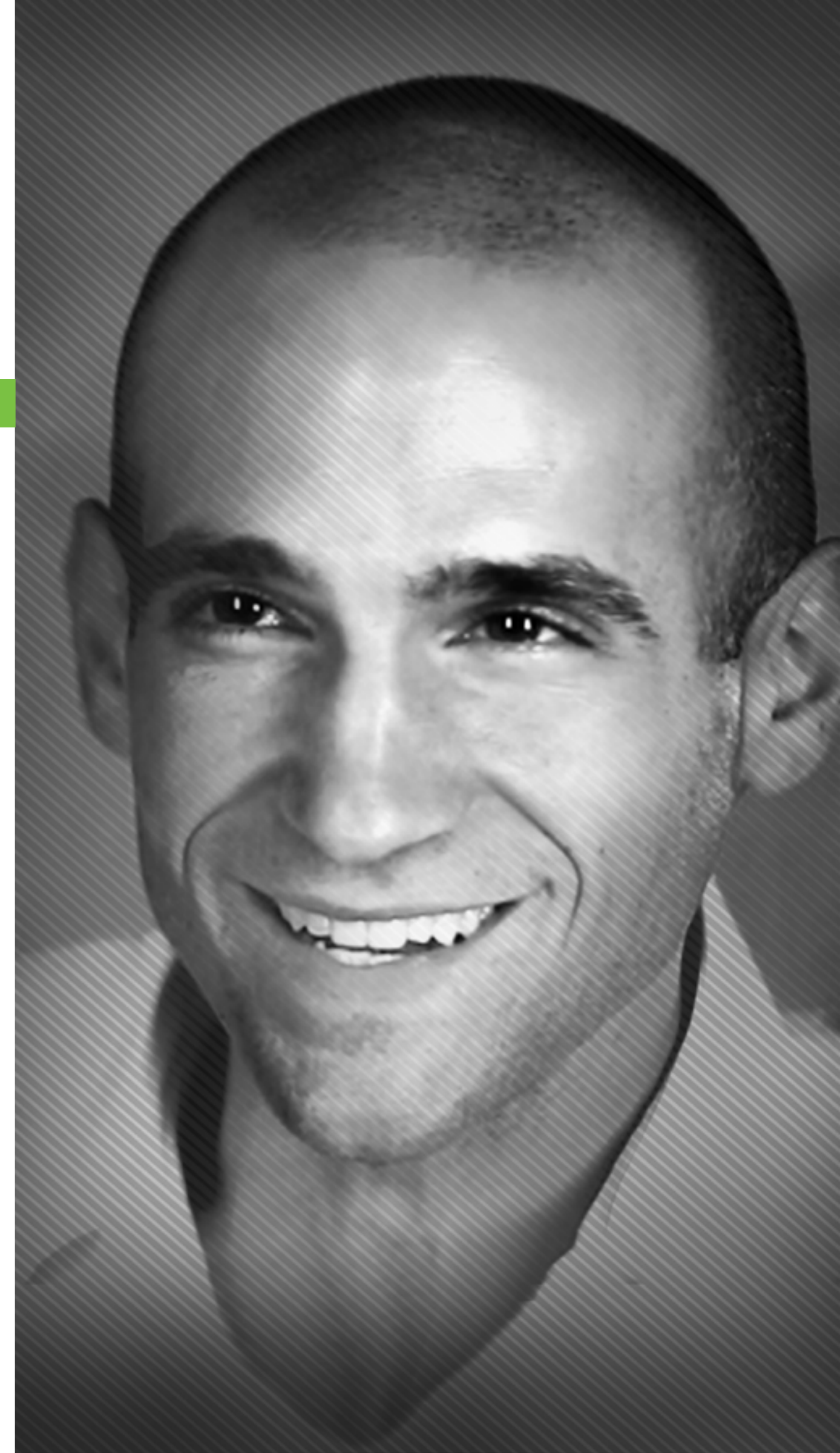
Area start-ups, venture capitalists, and incubators. In addition to blogging at NirAndFar.com, Nir is a contributing writer for Forbes, TechCrunch, and Psychology Today.

Nir attended The Stanford Graduate School of Business and Emory University.



*"The most high bandwidth, high octane and valuable presentation I have ever seen on this subject. Thank you so much."*

**- Rory Sutherland, Vice-Chairman, Ogilvy & Mather**





# 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)

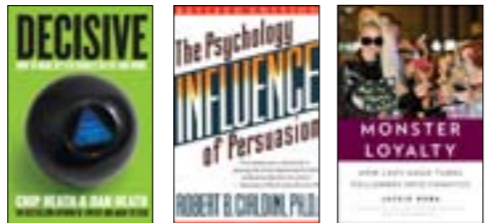
- General admission seating directly behind Platinum and VIP

## 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 (+GST)

- Express entrance
- Reserved seating beginning in the second row
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of three featured bestselling books:
  - *Decisive* - Chip Heath
  - *Influence* - Dr. Robert Cialdini
  - *Monster Loyalty* - Jackie Huba



## PLATINUM 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.

**\$749.00**  
EACH (+GST)

- Express entrance
- Reserved premier seating in the first row
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of six featured bestselling books:
  - *Decisive* - Chip Heath
  - *Brandwashed* - Martin Lindstrom
  - *Monster Loyalty* - Jackie Huba
  - *Hooked* - Nir Eyal
  - *Influence* - Dr. Robert Cialdini
  - *Switch* - Chip Heath



## GROUP OFFER

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

Passes must be purchased together to qualify for group offer.

**REGISTER NOW ▶**