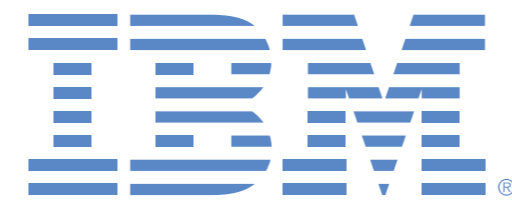


**A** THE ART OF  
MARKETING

Presented By



In Partnership With



TORONTO | MAY 25, 2015 | 8:30AM - 5:00PM



GENE SIMMONS

CHARLENE LI

DR. ROBERT CIALDINI

NIR EYAL

BRIAN WONG



*"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 25, 2015 | 8:30AM - 5:00PM

**METRO TORONTO CONVENTION CENTRE**

South Building - Hall G

222 Bremner Blvd. Toronto, ON M5V 3L9

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

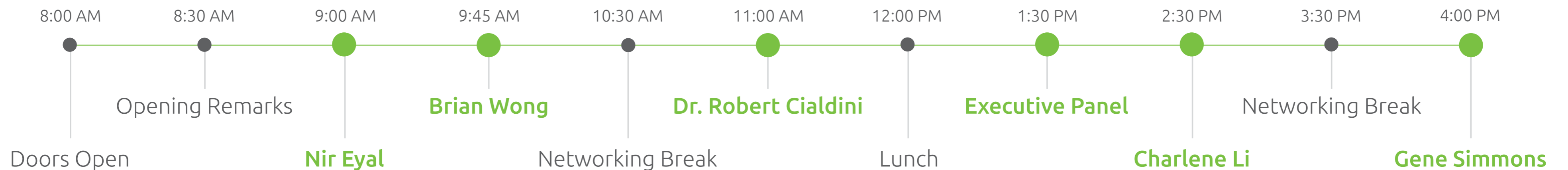
# ABOUT THE ART OF MARKETING

## 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 1,500 of Canada's most influential marketers.

## WHY ATTEND

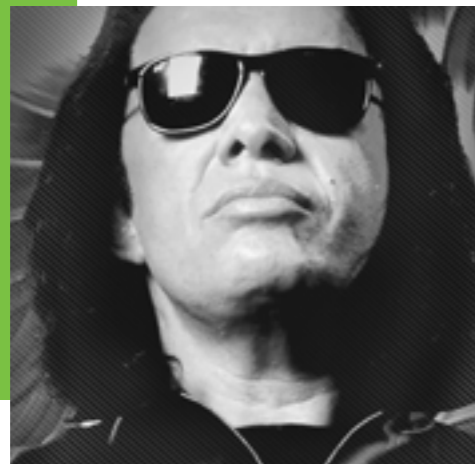
Developed to answer the questions currently facing your organization, The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views and interacts with your brand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



# WHAT YOU WILL LEARN

## Gene Simmons

### Branding & Creativity: Unleashing Your Inner Rock God in Business



- Field-tested and hard-won marketing advice that turned Gene Simmons into a multi-hyphenate media mogul.
- Concrete marketing strategies that helped KISS sell over 100 million CDs and DVDs, and over 3,000 licensed merchandise items worldwide.
- The tools needed to build a solid business strategy and how to harness the countless tools available in the digital age.
- In-depth insights via thirteen specific principles for success based on his own experience, triumphs, and instructional failures in business.

LEARN MORE ►

## Charlene Li

### Creating a Coherent Social Business Strategy



- How companies can engage successfully with customers, partners and employees through and with social technologies.
- The seven elements of a coherent social business strategy.
- How to set up an organization and establish governance throughout the organization to support a social business strategy.
- How you measure the impact of social initiatives against strategic business goals.

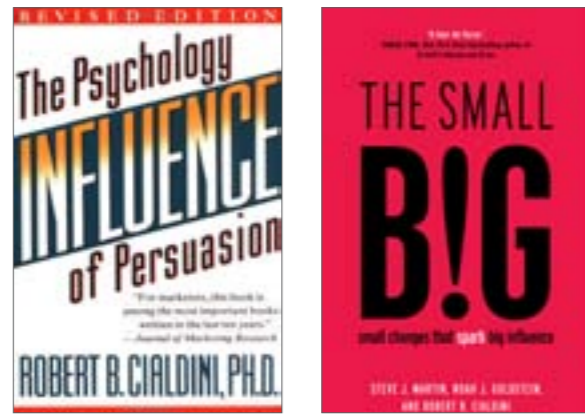
LEARN MORE ►



# WHAT YOU WILL LEARN

## Dr. Robert Cialdini

**Influence:  
The Ultimate Power Tool**

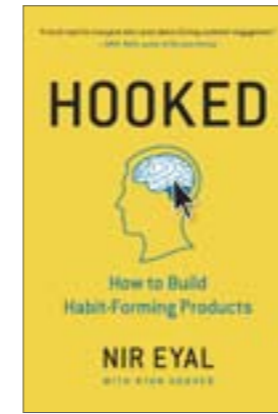


- What we can do to shorten the time required to develop and deepen relationships with our prospects, customers, and co-workers.
- How we can effectively establish our authority and trustworthiness with those we meet for the first time.
- What words we can use to increase dramatically the likelihood 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 ►

## 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 ►

## Brian Wong

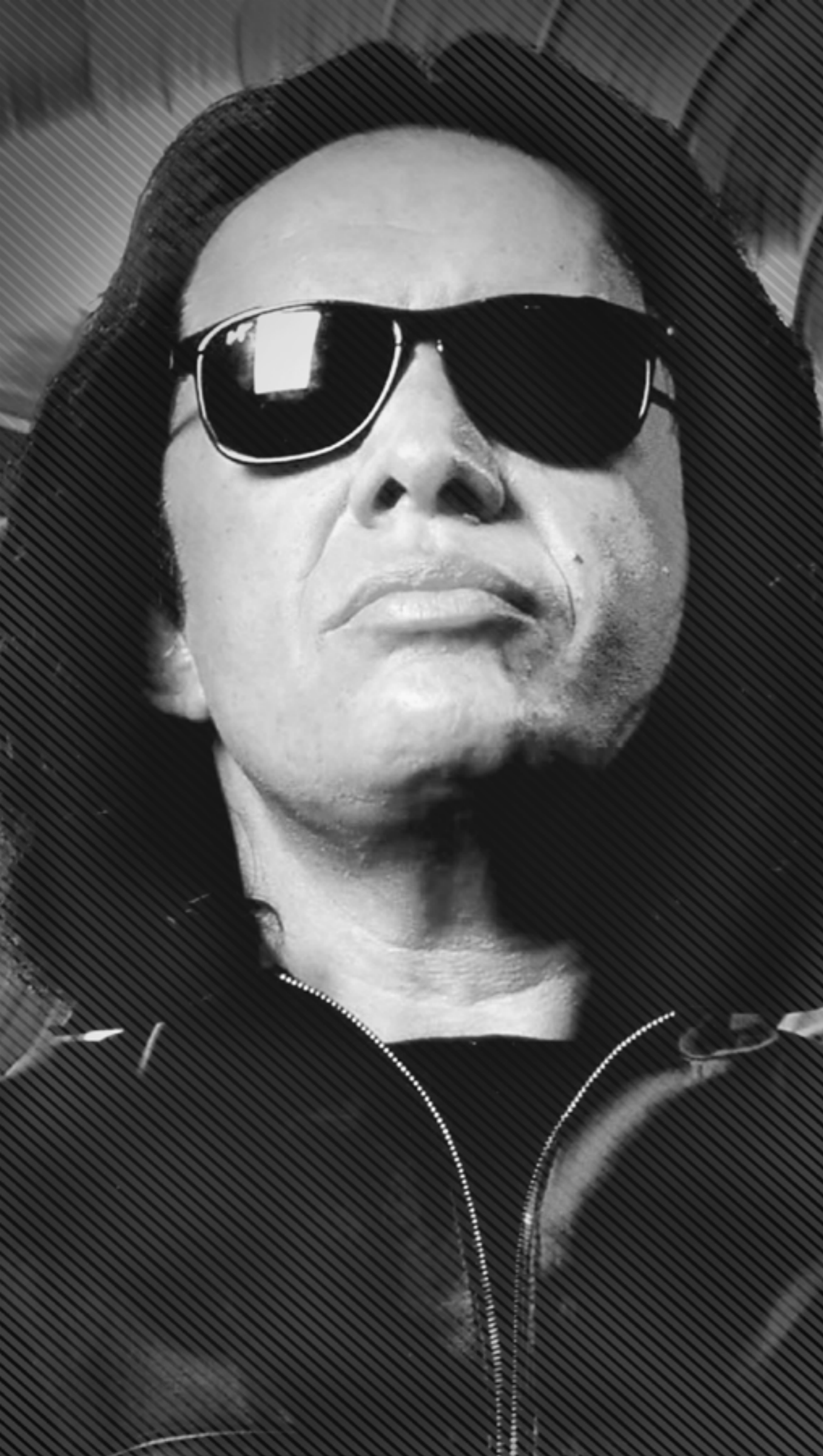
**The Future of Mobile:  
Rewarding Everyday Moments**



- "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 ►





# GENE SIMMONS

**Co-Founder of KISS, New York Times  
Bestselling Author, Multi-Hyphenate  
Entrepreneur & Master of Brand Identity**

Gene Simmons co-founded KISS 40 years ago. KISS has sold over 100 million CDs and DVDs worldwide, is celebrating its 40th year and continues to sell out stadiums and arenas around the world, breaking box-office records set by Elvis and the Beatles, and boasting over 3,000 licensed / merchandise items. KISS was inducted into the Rock & Roll Hall of Fame at the 2014 induction ceremony, and the band is recognized with a star on the Hollywood Walk of Fame for its pioneering work. KISS has been AMERICA'S NUMBER ONE GOLD RECORD AWARD WINNING GROUP of all time. (RIAA).

Gene Simmons is a multi-hyphenate entrepreneur and one of the world's most recognized personalities. He has starred in his own reality show, GENE SIMMONS FAMILY JEWELS (A&E) for 9

seasons and 167 episodes. Simmons also starred in GENE SIMMONS ROCKSCHOOL (VH1) for two seasons. He created MR. ROMANCE (Oxygen) and the cartoon MY DAD THE ROCK STAR (Nickelodeon). He co-produced the film DETROIT ROCK CITY (New Line).

Gene Simmons co-starred in Tristar's RUNAWAY (Michael Crichton writer/Direc), New World's WANTED DEAD OR ALIVE, and EXTRACT (Writer/Direc Mike Judge), among other films.

Gene Simmons managed the recording career of Liza Minnelli and discovered rock band Van Halen.

Gene Simmons has recently launched two new ventures – MOTION™ Pictures, a fully-funded motion picture company

that will produce and finance its own films; and SIREN™, which likewise is fully-funded. SIREN™ will engage in a variety of ventures, including real estate and other acquisitions.

Simmons is co-founding partner of ROCK AND BREWS restaurants. Locations include the Delta terminal in LAX; Cabo San Lucas, Mexico; El Segundo, California; Redondo Beach, California; Kansas City, Missouri; Albuquerque, New Mexico; and many more sites coming up.

Simmons is a co-founding partner of the only football team of any kind in the greater Los Angeles area – LA KISS™.

Simmons is currently on a two year long world tour with KISS, celebrating its 40th anniversary.

“Why should we do what Simmons says? Well, for starters, Simmons—a notorious rock star, raconteur, and business maven—has a global cultural recognition just a few pegs below Mickey Mouse, Coca-Cola, and Superman.”

- Men's Health



# CHARLENE LI

## New York Times Bestselling Author, Founder & CEO of Altimeter Group

Charlene is the Founder and CEO of Altimeter Group and the author of the New York Times bestseller, *Open Leadership*. She is also the coauthor of the critically acclaimed, bestselling book *Groundswell*, which was named one of the best business books in 2008. Her next book *The Engaged Leader* was published in March 2015.

She is one of the foremost experts on social media and technologies and a consultant and independent thought leader on leadership, strategy, social

technologies, interactive media and marketing. Formerly Li was vice president and principal analyst at Forrester Research, worked in online newspaper publishing, and was a consultant with Monitor Group. She was named one of the 100 most creative people in business by Fast Company in 2010 and one of the most influential women in technology 2009.

Charlene is frequently quoted by leading media channels such as The Wall Street Journal, New York Times, USA Today,

Reuters, and The Associated Press. She has appeared on 60 Minutes, The McNeil NewsHour, ABC News, CNN, and CNBC. She is a much-sought after public speaker and has keynoted top conferences such as the World Business Forum, World Economic Forum, American Society of Association Executives, SXSW, and Web 2.0.

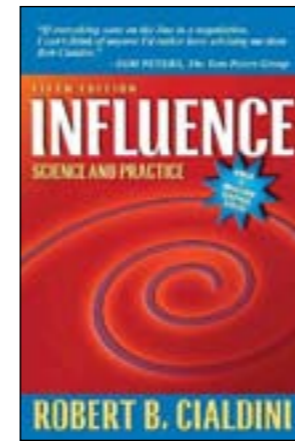
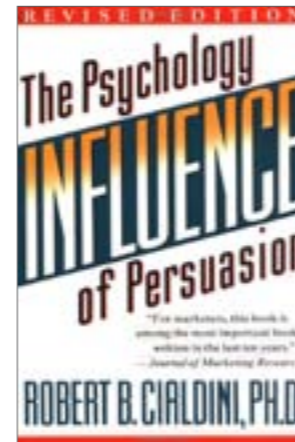
Charlene is a graduate of Harvard Business School and received a magna cum laude degree from Harvard College.



“Charlene Li practices what she teaches in *The Engaged Leader*: She is a master at listening, sharing, and engaging. This is a must-read for anyone who wants to develop connections that enable innovative ideas to emerge.”

- Beth Comstock, Chief Marketing Officer, GE





# DR. ROBERT CIALDINI

## New York Times Bestselling Author & World-Renowned Expert on the Psychology of Influence

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



# NIR EYAL

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

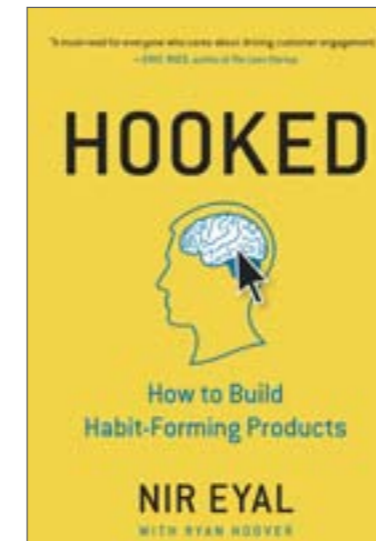
Nir Eyal writes, consults, and teaches about the intersection of psychology, technology, and business. He is the author of the Wall Street Journal bestseller *Hooked: How to Build Habit-Forming Products*. The book was also recently named one of Inc. Magazine's "Top 10 Marketing Books of 2014" and

"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

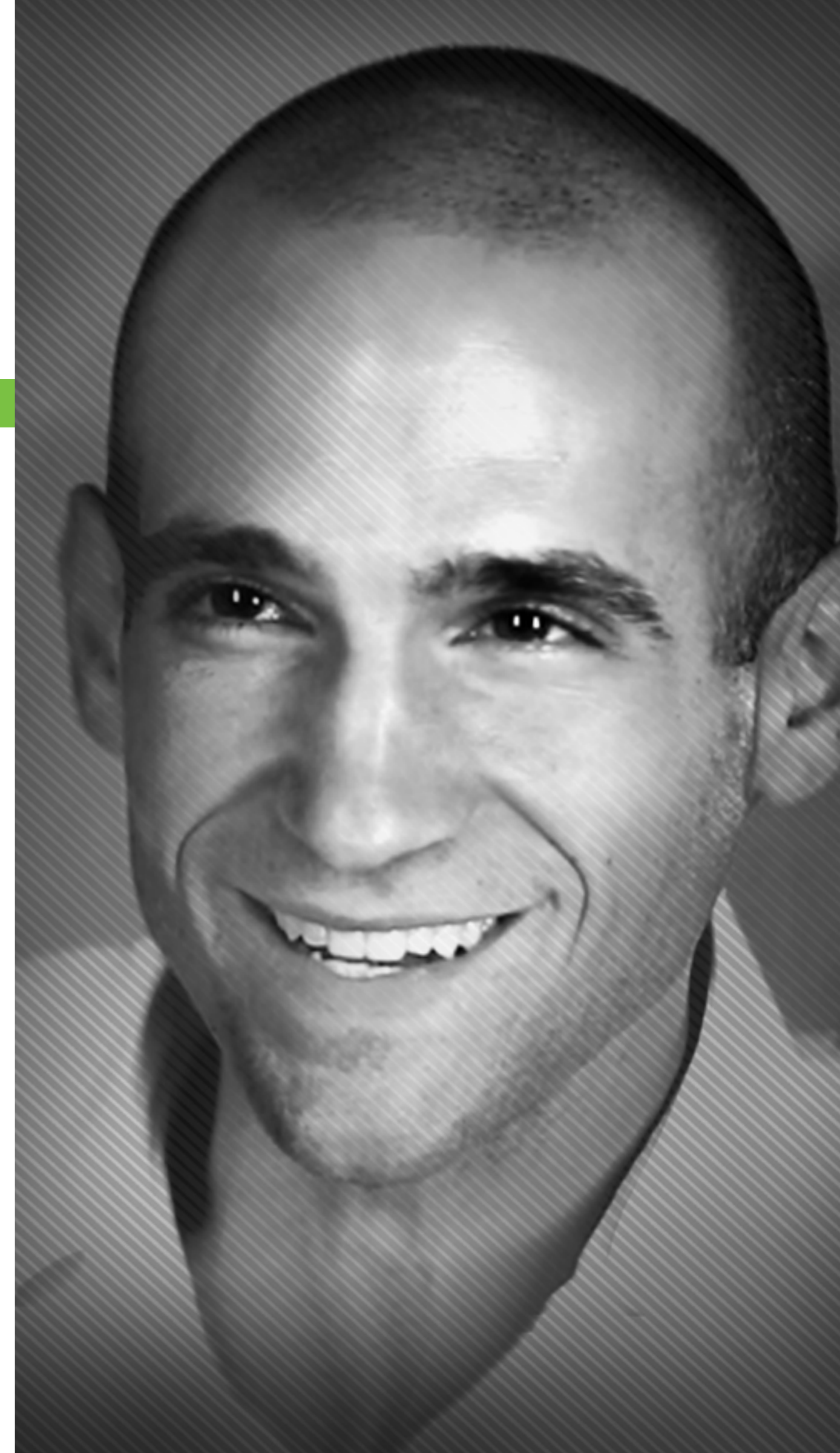
Area start-ups, venture capitalists, and incubators. In addition to blogging at NirAndFar.com, Nir is a contributing writer for Forbes, TechCrunch, and Psychology Today.

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**







# 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, Telecom Luxembourg**



# 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

 Electrolux

 AstraZeneca

 LoyaltyOne

 RE/MAX

 FedEx



 Bell Media



 WESTJET

 RSA

 Microsoft

 ROGERS

 YOKOHAMA





# 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 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 (+HST)


- 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:
  - *Me, Inc.* - **Gene Simmons**
  - *The Engaged Leader* - **Charlene Li**
  - *Influence: Science & Practice* - **Dr. Robert Cialdini**



## 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.

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

- **Reception and photo opportunity with Gene Simmons** 
- Express entrance
- Reserved premier seating in the first row
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of four featured bestselling books:
  - *Me, Inc.* - **Gene Simmons**
  - *The Engaged Leader* - **Charlene Li**
  - *Influence: Science & Practice* - **Dr. Robert Cialdini**
  - *Hooked* - **Nir Eyal**



## GROUP OFFER

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

Passes must be purchased together to qualify for group offer.

**REGISTER NOW** ▶