

20

September 17<sup>th</sup>

# VANCOUVER

VANCOUVER CONVENTION CENTRE - WEST BUILDING



Presented By



arianna **Huffington**

scooter **Braun**

jonah **Berger**

eric **Ryan**

tom **Fishburne**

john **Gerzema**

## About

Building on the success of our **SOLD OUT** national tour in 2012, 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 1,200 of Canada's most influential marketers.



## Why?

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.

**When?** Tuesday, September 17th, 2013 | 8:45AM – 5:15PM

## Where?

Vancouver Convention Centre  
West Building  
1055 Canada Place  
Vancouver, BC V6C 0C3  
[VancouverConventionCentre.com](http://VancouverConventionCentre.com)

## Agenda

8:15AM	Doors Open
8:45AM - 9:00AM	Opening Remarks
9:00AM - 9:45AM	<b>ERIC RYAN</b>
9:45AM - 10:30AM	<b>JONAH BERGER</b>
10:30AM - 11:00AM	Networking Break
11:00AM - 12:00PM	<b>EXECUTIVE PANEL</b>
12:00PM - 1:15PM	Lunch
1:15PM - 2:10PM	<b>SCOOTER BRAUN</b>
2:10PM - 3:00PM	<b>TOM FISHBURNE</b>
3:00PM - 3:30PM	Networking Break
3:30PM - 4:20PM	<b>JOHN GERZEMA</b>
4:20PM - 5:15PM	<b>ARIANNA HUFFINGTON</b>

What people are **SAYING**

“Fantastic Conference! I can’t wait to incorporate the ideas and approaches presented. The speakers were amazing. Great, informative and motivational day.”

*Cinnamon Cantwell  
– Marketing Manager,  
The Economical Insurance*

“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*

“One of the most valuable days I’ve spent in a long time!”

*Bob Weeks  
– Vice President, ScoreGolf*

“Terrific speakers, engaged audience and relevant topics!”

*Michelle Aboud  
– Digital Marketing, The Gazette*

“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 Marketing, Hockey Canada*

“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*

Who should **ATTEND**

- Account Executives
- Advertising Coordinators
- Advertising Directors
- Advertising Managers
- Art/Creative Directors
- Brand Managers
- Category Managers
- Chief Marketing Officers
- Communications Managers
- Consultants
- Digital Marketers
- Direct Marketers
- Directors of Marketing
- Entrepreneurs
- Marketing Analysts
- Marketing Assistants
- Marketing Coordinators
- Marketing Managers
- Marketing Representatives
- Media Relations/Publicists
- Online Marketers
- Product Managers
- V.P. Marketing
- V.P. Business Development
- Social Media Specialist
- Community Managers

Featured **CLIENTS**







arianna Huffington  
**The Brave New World of the  
 “New Media”: How Social  
 Media Has Revolutionized the  
 Communications Landscape**

- How tech advances of the last few years have turned the news and entertainment worlds on their ears, shifting the balance of power away from the media giants and to consumers - empowering them to choose and create
- How technology is having the same game-changing effect on the political world
- The latest online and social media trends, including how media companies are turning content promiscuity into profits
- The vision of a hybrid future where traditional media and new media become one
- How failure is a stepping stone to success and why we should embrace it

THE  
 HUFFINGTON  
 POST

*It was amazing, awesome, inspiring and has set a new bar for the event as a whole. Arianna Huffington was wonderful - charming, down to earth, open and direct. For a lady with so many demands on her time, she made us feel like there was nothing more important in the world than talking to us. Thank you for all your support to help us manage and prepare for the event."*

-Multinational Pharmaceutical Company



scooter Braun  
**An Interview With Scooter Braun:  
 Inside The Brand of Justin Bieber**

- How to create a sense of ownership with your customers and generating loyalty by being transparent and creating real connections
- Why it is crucial to engage with your existing customer base for support and direction when launching a new product or initiative
- How to use social media to get realtime feedback from your customers and have that information impact your decision making process directly
- The importance of keeping your marketing simple and authentic
- How Justin Bieber was able to break through the clutter and become an international sensation in a relatively short period of time



*When it comes to understanding today's marketing, Scooter Braun is undeniably one of the leaders of the New School. He is one of the few people who truly understands today's new urban market. His tactic of fusing the lifestyle of Hip Hop with Wall Street is definitely forging a path for himself and helping corporations gain an edge in today's ever changing market place."*

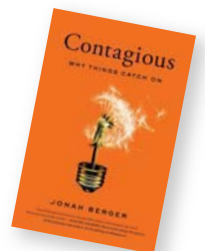
-Bryan Barber, Award Winning Music Video Director

what **YOU**  
 will learn



jonah Berger  
**Word of Mouth & Viral Marketing**

- Gain a new appreciation for "remarkability," and the surprising ways in which our behaviour contributes to whatever is popular or immediate in our lives
- Why some things go viral, while others fall flat
- What drives word of mouth
- Why people buzz about some products more than others
- What makes an effective trigger



*Jonah Berger knows more about what makes information 'go viral' than anyone in the world."*

-Daniel Gilbert, Professor of Psychology at Harvard University & author of Stumbling on Happiness



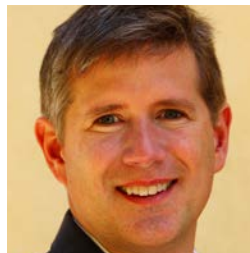
**eric Ryan**  
**Branding & Innovation**

- Kick Ass Fast: Use your small size to your advantage. By bringing innovations to market faster than your large bureaucratic rivals, you can always stay one step ahead
- Inspire Advocates: Rather than fighting costly battles for market share by trying to appeal to everyone, foster deeper relationships with fewer (but more loyal) customers
- Win on Product Experience: Beyond satisfying your customers' rational needs, try to design experiences that touch them on an emotional level



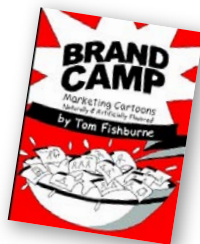
*Eric and Adam's approach to branding is revolutionary. I remember them telling me how they were going to challenge big soap with their seven obsessions idea and I was blown away. Now, years later, they have become a force in a category that had been dominated by a couple of players for decades."*

-Andy Spade, Co-Founder Kate Spade



**tom Fishburne**  
**Marketing Worth Sharing**

- Technology is a means to an end for marketers. It is an enabler to big ideas. It's not the big idea itself. Technology can't save a boring idea. But technology can amplify a remarkable idea
- It's not about the brand. Marketers are so trained to repeat their features, benefits, and single-minded proposition, they can forget to articulate the why of what they do
- Preach to the choir. Mass-marketers try to talk to everyone. By being broadly appealing to the great majority, it ends up being not that meaningful to anyone in particular. One size fits none
- Don't be a one-hit wonder. Marketers often put all of their hopes on the magic of going viral. Not everyone can be the next Double Rainbow or Ultimate Dog Tease. Continuity trumps virality
- Advertising is a tax for unremarkable thinking. Marketers often use their budgets as a crutch. The best marketing doesn't feel like marketing



*Tom was the keynote speaker at Google's Think Branding, our annual thought leadership event for Brand Marketers. He is a tremendously engaging speaker who not only delighted our audience with his witty insights, but also provided clear advice on what makes 'marketing worth sharing'. We were hoping that Tom would excite and inspire our audience, and he did not disappoint. We were thrilled to have him and so was our audience!"*

-Sarah Neels, Google



**john Gerzema**  
**Social, Local, Mobile, Global: The Technology Revolution Remaking Consumerism, Commerce & Competitive Advantage**

- How managers can apply the latest techniques in mobile and social marketing to their brands and businesses
- How and why we as a society are moving to mindful consumption and the opportunities to differentiate your brand, product or service through values-led business practices
- Understand how technology and consumer values have resulted in five core 'spend shifts' and how to apply them for competitive advantage
- Easy to apply learning through inspiring and tangible case studies and in-depth interviews with start-up founders that John has conducted in over 25 cities in 18 countries over the past year
- Why trust and brand integrity have become pivotal Millennial values and how marketers can align with this emerging and powerful consumer market



*John's presentation to our management team in London was outstanding. He brought us a perspective on innovative digital marketing from outside our industry that was extremely refreshing and inspiring."*

-Angela Ahrendts, CEO, Burberry PLC Books



# THE HUFFINGTON POST

Arianna Huffington is the chair, president, and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist, and author of thirteen books.

In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2012, the site won a Pulitzer Prize for national reporting.

In 2013, she was named to the Forbes Most Powerful Women list. In 2006, and again in 2011, she was named to the Time 100, Time Magazine's list of the world's 100 most influential people.

Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union.

She serves on several boards, including EL PAÍS, PRISA, the Center for Public Integrity, and the Committee to Protect Journalists.

arianna

Huffington

Chair, President, & Editor-in-Chief of the  
Huffington Post Media Group

**The Brave New World of the “New Media”: How Social  
Media Has Revolutionized the Communications Landscape**



# scooter Braun

Talent Manager: Justin Bieber, PSY & Carly Rae Jepsen;  
& 2013 TIME 100 Most Influential People in the World

Scooter Braun has strategically positioned SB Projects as one of the most exciting, and fastest-growing, companies in the entertainment industry. With the unprecedented success of clients such as Justin Bieber, PSY, Asher Roth, Carly Rae Jepsen, The Wanted and Cody Simpson, Scooter is widely considered one of the music industry's most promising and powerful young executives.

If Scooter Braun's career ended today, he would have earned more accolades and success than most entrepreneurs twice his age. However, Scooter is just getting started and always operates with an underdog mentality. Scooter's gifts for recognizing talent, working tirelessly to help his clients achieve worldwide success, and brokering extraordinary deals with strategic partners and brands are quickly becoming the entertainment industry's worst-kept secrets.

Scooter is also an active philanthropist who is always searching for deals that involve charitable, give-back components. He serves on the Advisory Board for Pencils of Promise, a non-profit organization founded by his brother Adam that builds schools in the developing world.

## **An Interview with Scooter Braun: Inside the Brand of Justin Bieber**



Justin and Scooter at the premiere of Paramount Pictures' *Justin Bieber: Never Say Never*





# jonah

# Berger

Professor of Marketing at the Wharton School at the University of Pennsylvania & New York Times Bestselling Author of *Contagious*

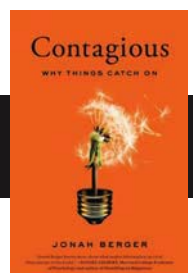
Jonah Berger is the James G. Campbell Assistant Professor of Marketing at the Wharton School at the University of Pennsylvania. He has published dozens of articles in top-tier academic journals, and popular accounts of his work have appeared in places like The New York Times, The Wall Street Journal, The Washington Post, Science, Harvard Business Review, Wired, BusinessWeek, and Fast Company. His research has also been featured in The New York Times Magazine's annual "Year in Ideas" issue. Berger has been recognized with awards for both scholarship and teaching, including being named Wharton's "Iron Prof." He lives in Philadelphia, Pennsylvania.

What makes things popular? Why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral?

Wharton marketing professor Jonah Berger has spent the last decade answering these questions. Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos. *Contagious* combines groundbreaking research with powerful stories. Learn how a luxury steakhouse found popularity through the lowly cheesesteak, why anti-drug commercials might have actually increased drug use, and why more than 200 million consumers shared a video about one of the most seemingly boring products there is: a blender.

If you've wondered why certain stories get shared, e-mails get forwarded, or videos go viral, Berger explains why, and shows how to leverage these concepts to craft contagious content. The book also provides a set of specific, actionable techniques for helping information spread for designing messages, advertisements, and information that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness, a politician running for office, or a health official trying to get the word out, *Contagious* will show you how to make your product or idea catch on.

**Word of Mouth & Viral Marketing**





Branding & Innovation



# eric Ryan

Co-Founder & Chief Brand Architect,  
Method, & Author of *The Method Method*

Eric Ryan, the architect of the method brand, brings experience and enthusiasm for building consumer and retail concepts. Eric spent over seven years in advertising, trend-spotting and brand positioning for highend consumer brands including Gap, Old Navy and Saturn. By fusing his knowledge of fashion and design, he has invented a modern and stylish line of cleaning products that are quickly finding their way to becoming permanent fixtures in homes around the world. Currently, method products are sold in over 25,000 retail locations in the U.S., Canada, and the U.K.

When Adam Lowry and Eric Ryan founded method, the environmentally friendly brand of cleaning products, they used packaging stylish enough to showcase on the countertop and pleasant aromas such as green tea and cucumber to transform household products into must-have lifestyle accessories. And when they coined the phrase 'People Against Dirty,' they weren't just talking about the stuff you track in on your shoes, they also meant the toxic chemicals that make up many household detergents.

Their first book, *Squeaky Green*, is an informative and completely entertaining room-by-room guide to giving dirty the boot. Packed with helpful tips and surprising facts, *Squeaky Green* is rehab for chemically dependant homes.

Eric earned his Bachelor of Arts at the University of Rhode Island. He currently resides in San Francisco with his wife Ingrid and two children, Anya and Mattius.



# tom

# Fishburne

Founder & CEO of Marketoon Studios

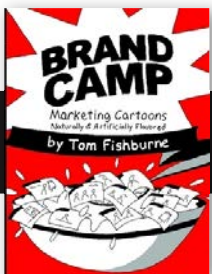
Tom Fishburne started drawing cartoons on the backs of Harvard Business School cases. His cartoons have grown by word of mouth to reach 100,000 business readers each week and have been featured by the Wall Street Journal, Fast Company, Forbes, and the New York Times.

Tom is the Founder and CEO of Marketoon Studios, a content marketing studio that helps businesses such as Unilever, O2, Kronos, Baynote, Rocketfuel, and the Wall Street Journal reach their audiences with cartoons.

Tom is a frequent keynote speaker on innovation, marketing, and creativity, using cartoons, case studies, and marketing career to tell the story visually. The Huffington Post ranked his South-By-Southwest (SXSW) talk the third best of the conference out of 500.

Tom draws from 16 years in the marketing and innovation trenches. Tom was a VP at Method Products, named "the 16th most innovative company in the world" by Fast Company. Over five years with Method, Tom launched new products, led marketing, and started the European business from scratch. He has led brands at Nestle and General Mills, developed web sites for interactive agency iXL, and helped launch the first English-language magazine in Prague.

Tom lives and draws near San Francisco with his wife and two daughters.



**Marketing Worth Sharing**





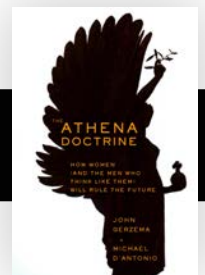
# john Gerzema

New York Times Bestselling Author, Social Strategist & Former Chief Insights Officer at Young & Rubicam

John Gerzema is a pioneer in the use of data to identify social change and help companies anticipate and adapt to new trends and demands. An author, speaker and consultant, his books have appeared on the best seller lists of the New York Times, Wall Street Journal, USA Today, Fast Company, The Washington Post and Bloomberg Business Week and The Week Magazine. His management articles were chosen among Strategy & Business "Best of the decade". A sought-after analyst on leadership, marketing and consumer insights, John's 'Trend Watcher' column for Inc. Magazine is widely read.

A frequent analyst on television and radio, he has been praised by The New York Times, Wall Street Journal, Washington Post, NPR, Forbes, FT, HBR, USA Today and CBS Sunday Morning News. John's TED talks have been viewed by hundreds of thousands people. As Executive Chairman overseeing insights for Young & Rubicam Group and WPP's BAV Consulting, his latest book, *The Athena Doctrine: How Women (And The Men Who Think Like Them) Will Rule the Future*—explores the rise of feminine competencies and values and their impact on leadership, policy and innovation. Tom Peters says of John's book, "The Athena Doctrine is a powerful book. Extraordinary research. Great storytelling. A message both timely and of monumental importance."

**Social, Local, Mobile, Global: The Technology Revolution Remaking Consumerism, Commerce & Competitive Advantage**





## 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.

PER ATTENDEE

**\$449** plus GST

**GROUP OFFER\***  
**\$399** plus GST

Purchase 3 or more passes and **SAVE \$50** off the regular price\*

## VIP 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.

PER ATTENDEE

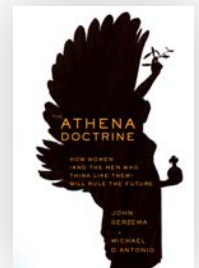
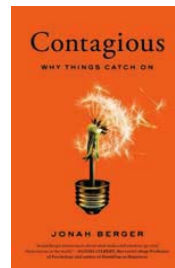
**\$649** plus GST

**GROUP OFFER\***  
**\$599** plus GST

Purchase 3 or more passes and **SAVE \$50** off the regular price\*

### Includes:

- Express VIP entrance
- Reserved premier seating in the first few rows
- Exclusive VIP three course lunch
- An eco-friendly tote bag and notebook
- Copies of featured bestselling books:
  - » **Contagious** - Jonah Berger
  - » **The Method Method** - Eric Ryan
  - » **The Athena Doctrine** - John Gerzema



## GROUP Pricing

Groups of 3 or more can **SAVE \$50** off the price of each pass. Passes must be purchased together to qualify for group pricing.

Reserved seating is also available for groups of 20 or more. For further details on seating arrangements and other group assistance please contact us at 1.866.99.ART.OF.

\*Passes must be purchased together to qualify for group pricing.



# Registration Form

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province/State \_\_\_\_\_ Postal/ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

## ADDITIONAL ATTENDEE NAMES

## EMAIL

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## PRICING

**SAVE \$50** per pass on groups of 3 or more!

**General** Pass(es) \$449 ea \_\_\_\_\_ **x** Pass(es) = \_\_\_\_\_ GST (5%) = \_\_\_\_\_

**VIP** Pass(es) \$649 ea \_\_\_\_\_ **x** Pass(es) = \_\_\_\_\_ **TOTAL =** \_\_\_\_\_

*\*Please make all cheques payable to The Art of Productions Inc.*

## PAYMENT OPTIONS

Cheque\* or Money Order\*  Mastercard  VISA  American Express

Creditcard Number \_\_\_\_\_ CW \_\_\_\_\_ Expiry \_\_\_\_\_

Cardholders Name \_\_\_\_\_ Signature \_\_\_\_\_

CANCELLATION POLICY: Tickets are non-refundable. If you are unable to attend, tickets may be transferred to another person or to a future event. PRIVACY POLICY: The Art of Productions Inc. is committed to protecting your privacy. Personal information collected will be used to fulfill ticket orders, provide information on our future events and publicize the names of client companies. The Art of Productions Inc. does not trade, rent or sell any personal information to third parties. If you wish to be removed from our database, please call 416.479.9701. For our full Privacy Policy and further information on the event please visit our website at www.theartof.com. Event details may change without prior notice. Copyright ©2013 The Art of Productions Inc. All rights reserved. All names, logos and imagery copyright of their respective owners. HST# 817421555-RT0001