

# Canada's #1 Marketing Conference



Toronto | April 3, 2017



TROY CARTER

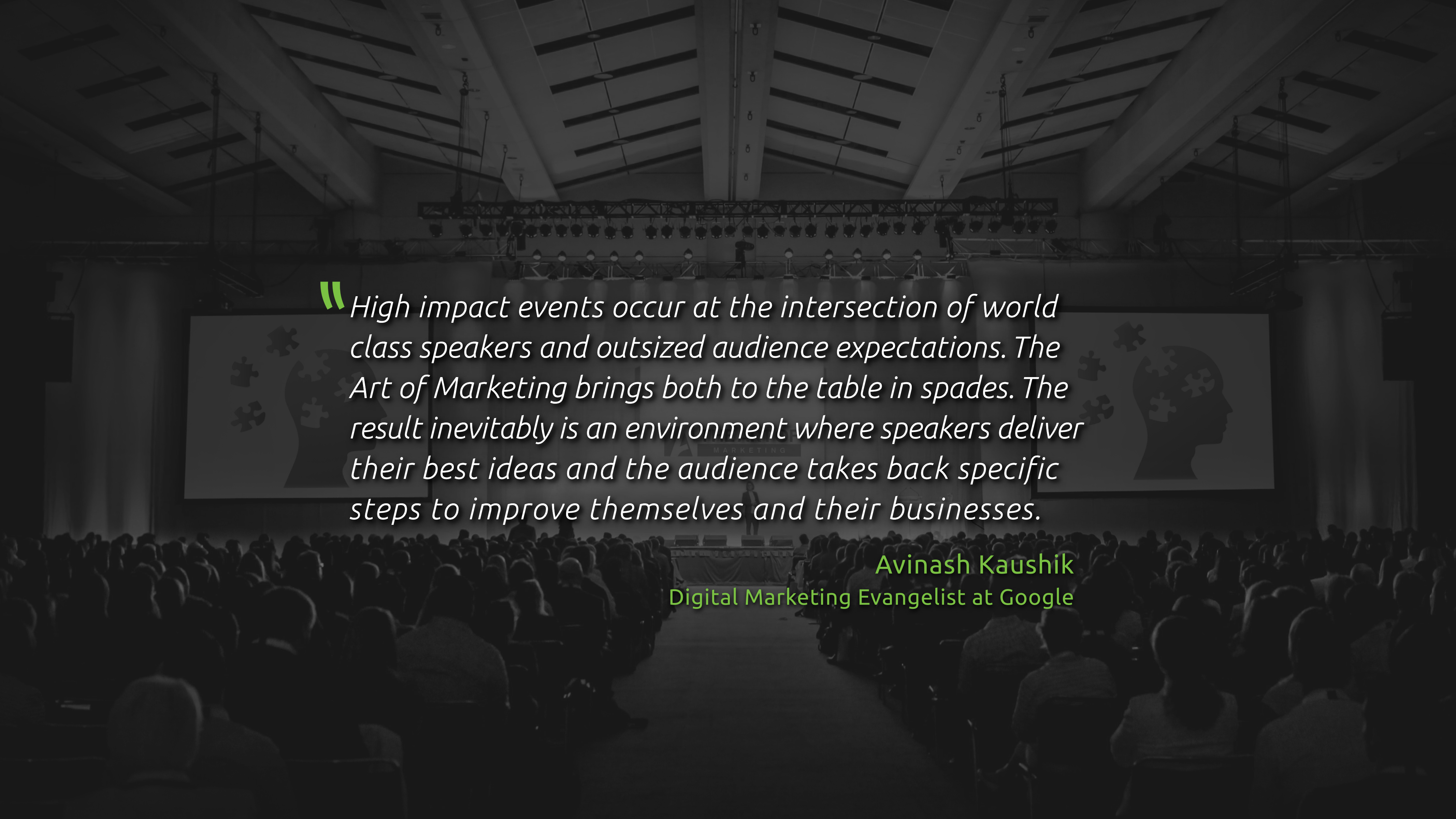
JONAH BERGER

RYAN HOLIDAY

ANN HANDLEY

TERRY O'REILLY

RON TITE



*“High impact events occur at the intersection of world class speakers and outsized audience expectations. The Art of Marketing brings both to the table in spades. The result inevitably is an environment where speakers deliver their best ideas and the audience takes back specific steps to improve themselves and their businesses.*

**Avinash Kaushik**  
Digital Marketing Evangelist at Google



# ABOUT THE ART OF MARKETING

APRIL 3, 2017 | 8:30AM - 5:00PM

## METRO TORONTO CONVENTION CENTRE

North Building - John Bassett Theatre

255 Front Street West, Toronto, ON

[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 have 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.

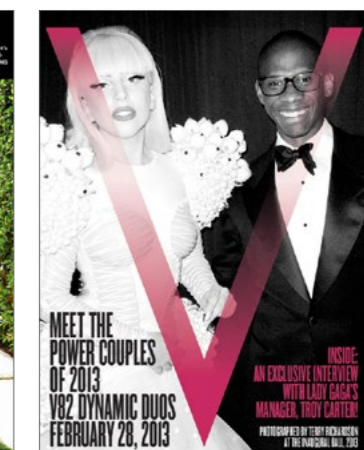
The Art of Marketing is a thought-provoking conference that explores the power shift in brand-consumer relationships. It puts the spotlight on how business models are being disrupted and, as a result, how marketers need to rethink how to achieve their goals.

8:00 AM	●	Doors Open
8:30 AM	●	Opening Remarks
8:45 AM	🎤	<b>Ann Handley</b> <i>Content Marketing</i>
9:30 AM	🎤	<b>Ron Tite</b> <i>Creativity &amp; Innovation</i>
10:15 AM	🌐	Networking Break
10:45 AM	🎤	<b>Terry O'Reilly</b> <i>Branding &amp; Advertising</i>
11:30 AM	🎤	<b>Ryan Holiday</b> <i>Growth Hacker Marketing</i>
12:15 PM	🍴	Lunch Break
1:30 PM	🎤	<b>Executive Panel</b>
2:30 PM	🎤	<b>Jonah Berger</b> <i>Influence &amp; Consumer Behaviour</i>
3:30 PM	🌐	Networking Break
4:00 PM	🎤	<b>Troy Carter</b> <i>Community &amp; Social Media</i>
5:00 PM	●	Closing Remarks



# TROY CARTER

Lady Gaga's Former Manager, Tech Investor in Uber, Spotify & Dropbox, and Founder & CEO of Atom Factory



Troy Carter is the Founder & CEO of Atom Factory, an entertainment company at the nexus of music, technology and media. Most recently, he joined Spotify as its global head of creator services, overseeing the company's relationships with artists, songwriters and record companies. Adding speaking engagements to his impressive portfolio of expertise, Carter recounts stories of his humble

beginnings and business successes in multiple fields.

Carter rose to prominence as concert promoter and talent manager whose early employers included Will Smith and P. Diddy. He broke into artist management nurturing the career of hip-hip sensation Eve before transforming Lady Gaga into a global pop phenomenon through the nascent innovation of social

media. His forays into the tech world resulted in the formation of Atom Factory, which includes his Cross Culture investment fund, that has invested in Uber, Dropbox, Spotify and Lyft.

In his forthright, future-forward speeches and keynotes, Carter lays out the finer points of beats, bytes and big ideas, among which are the most compelling in business today.

## WHAT YOU WILL LEARN

### COMMUNITY & SOCIAL MEDIA

- Why community and connection is the nexus of today's most important deals, with social media as a core principal and galvanizing force.
- How to create word of mouth that translates into sales and superstardom.
- Case studies from his stellar roster of performers, including Lady Gaga, John Legend and Meghan Trainor.
- How to grow your brand organically through social media channels.

“Troy Carter knows how to pick talent, but his own spark is turning that talent into a cultural phenomenon.”

- Business Insider



# JONAH BERGER

New York Times Bestselling Author and Marketing Professor at the Wharton School at the University of Pennsylvania

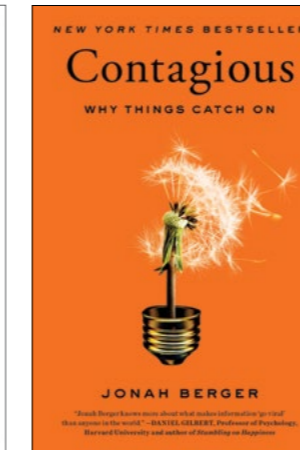
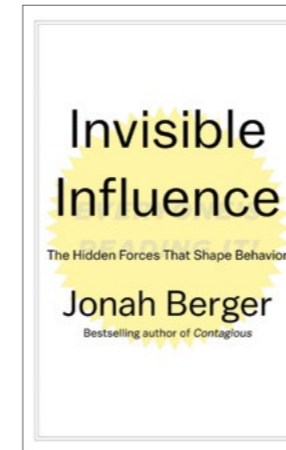
Why do some things catch on while others fail? What makes online content viral? And why do some products, ideas, and behaviours get more word of mouth than others? Professor Jonah Berger examines the behavioural science that underlies these questions. He examines how people make decisions, how ideas diffuse, and how social influence shapes behaviour.

Berger is a marketing professor at the Wharton School at the University of Pennsylvania and bestselling author of

Contagious: Why Things Catch On and Invisible Influence: The Hidden Forces that Shape Behaviour. He has published dozens of articles in top-tier academic journals, and popular accounts of his work frequently appear in popular outlets like the New York Times, Wall Street Journal, NPR, Science, Harvard Business Review, Sloan Management Review, Wired, Business Week, The Atlantic, and The Economist. His research has also been featured in the New York Times Magazine's "Year in Ideas." Berger has been recognized

with a number of awards for both scholarship and teaching, including various early career awards and being named Wharton's Iron Prof (an award for awesome faculty research).

Dr. Berger has helped all sorts of companies and organizations get their stuff to catch on. From Fortune 500 companies to small start-ups, and multinationals to non-profits, Berger has helped drive new product adoption, sharpen effective messaging, and develop marketing strategy.



## INFLUENCE & CONSUMER BEHAVIOUR

- Research and thinking from business, psychology, and social science to focus on the subtle, invisible influences behind our choices as individuals.
- How social influence works and how it drives products and services to catch on.
- A better understanding of consumer behaviour and how to have your company become more influential.

“With great insight, Jonah Berger removes the cloak of invisibility from powerful sources of influence and resolves fascinating mysteries of human behaviour.”

- Dr. Robert Cialdini, Author of Influence





# RYAN HOLIDAY

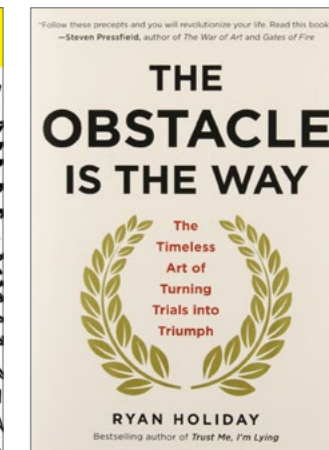
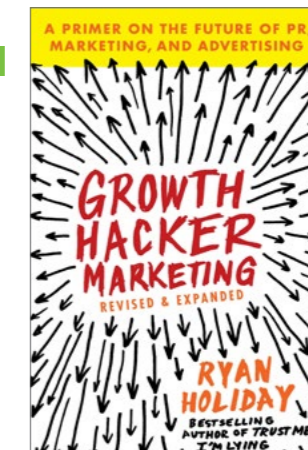
Wall Street Journal Bestselling Author  
and Renowned Media Strategist

Ryan Holiday is the renowned media strategist behind celebrity authors Tucker Max and Timothy Ferriss. After dropping out of college at 19 to apprentice under the strategist Robert Greene (*The 48 Laws of Power*), he went on to advise many bestselling authors and multi-platinum musicians. His book *Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising* explains the growth hacker mindset and overnight success of companies like Dropbox, Facebook, AirBnb, and Twitter.

Holiday is also a highly engaging and inspiring speaker. His new book *The Daily Stoic* distills the ancient wisdom of the stoic philosophers into 366 meditations meant to enrich and enliven our daily lives. In his

work, *Ego Is the Enemy*, Holiday shows how “the battle against ego must be fought on many fronts,” and provides helpful examples of major figures who’ve achieved success by eschewing the spotlight and putting the greater good above their own egos. It’s hit the *Toronto Star* and *Globe and Mail* bestsellers lists and is an Amazon top-ten seller.

In *The Obstacle Is the Way: The Timeless Art of Turning Trials into Triumph*, Holiday shows us how to turn obstacles into advantages, inspired by a timeless set of philosophical principles used by icons from John D. Rockefeller to Amelia Earhart, Richard Wright to Steve Jobs. *Forbes* calls it “an inspiring read for anyone faced with adversity” that can “save years of future



angst.” *Publishers Weekly* argues that “Holiday’s performance is commanding and optimistic, sure to inspire readers to take new perspective on their apparent obstacles.” It has so far sold over 230,000 copies.

Holiday is the former Director of Marketing at American Apparel, where his work in advertising is internationally known. He is a media columnist for *The New York Observer*, and his other writings appear in *Forbes*, *The Huffington Post*, *Fast Company*, *Thought Catalog*, and *The Columbia Journalism Review*, among others. Holiday’s first book, *Trust Me, I’m Lying: Confessions of a Media Manipulator*, a tell-all expose of modern online journalism, is a *Wall Street Journal* bestseller and an Amazon Editor’s Best Book of the Month.

WHAT YOU WILL LEARN

## GROWTH HACKER MARKETING

- How a new generation of multibillion dollar brands are built without spending a dime on “traditional marketing”.
- How the marketing game has changed forever through the growth hacker mindset and a new set of rules.
- A roadmap for building awareness and buzz for any product or service, and why they should be modified repeatedly until they’re primed to generate explosive reactions.

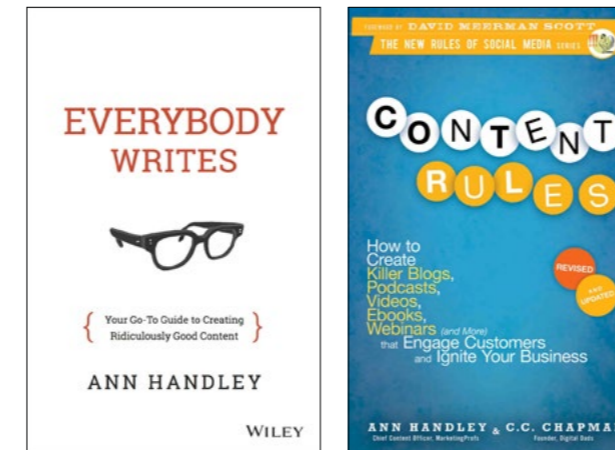
“Holiday is part Machiavelli, part Ogilvy, and all results... This whiz kid is the secret weapon you’ve never heard of.”

- Tim Ferriss, Author of *The 4-Hour Workweek*



# ANN HANDLEY

## Wall Street Journal Bestselling Author and Chief Content Officer at MarketingProfs



Ann Handley is a Wall Street Journal bestselling author, keynote speaker, and the world's first Chief Content Officer.

Ann speaks and writes about how you can rethink the way your business markets. Cited in Forbes as the most influential woman in Social Media and recognized by ForbesWoman as one of the top 20 women bloggers, Ann Handley is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category.

She was a long time monthly columnist for Entrepreneur magazine, is a member of the LinkedIn Influencer program, and the co-author of the bestselling book on content marketing, Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (2011). The book has been translated into nine languages, including Turkish, Chinese, Japanese, Korean, Italian, Portuguese. Her most recent book, Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content

(2014) is a Wall Street Journal bestseller.

She currently has more than 350,000 followers on Twitter and writes about content, marketing and life at the highly entertaining AnnHandley.com.

A pioneer in digital marketing, Ann is the co-founder of ClickZ.com, which was one of the first sources of interactive marketing news and commentary. She started her career as a business journalist and editor.

Ann is based in Boston, Massachusetts.



### CONTENT MARKETING

- How to create and publish the kind of marketing content that will connect with and engage the people we want to reach.
- How to use the can't miss formula for developing innovative content.
- How to organize your team to generate consistently effective content.
- How to produce content that differentiates your brand.

“Let's face it, writing is not optional for today's marketer. Ann's witty take on what works and what doesn't will help you master business writing and—more importantly—have fun while you're doing it!

- Ardath Albee,  
B2B Marketing Strategist and Author





# TERRY O'REILLY

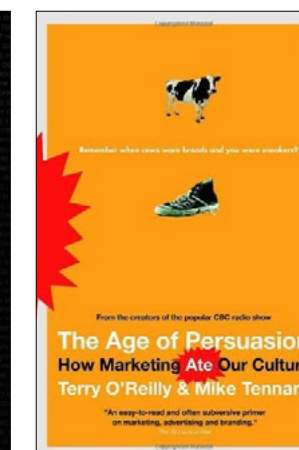
## Bestselling Author and Host of CBC Radio's Under the Influence, The Age of Persuasion and O'Reilly on Advertising

Terry O'Reilly is the familiar voice behind the hit CBC radio shows O'Reilly on Advertising, The Age of Persuasion, and his current program, Under the Influence, where he explores the business, the craft, and the promise of promotion. In his intriguing talks, O'Reilly explores how our culture is shaped by marketing, as well as providing his expertise on branding, campaigns, spin, and more.

O'Reilly began his career in radio, and then went on to become an award-winning copywriter for a number

of Toronto advertising agencies. He created campaigns for many of the top brands in the country, including Labatt, Molson, Bell, and The Hudson's Bay Company. In 1990, Terry co-founded Pirate Radio & Television with a staff of 50, with eight recording studios in Toronto and New York City.

O'Reilly has received Lifetime Achievement Awards by the Advertising & Design Club of Canada, The Television Bureau of Canada, and the American Marketing Association. He has also been



granted an Honorary Doctor of Laws Degree from McMaster University in 2012, an Honorary Bachelor of Applied Arts Degree from Humber College in 2014, and an Honorary Doctor of Civil Law Degree from St. Mary's University in Halifax in 2015.

He has co-written the bestselling book, The Age of Persuasion: How Marketing Ate Our Culture, and his second book, titled This I Know: Lessons From Under The Influence will be published in the spring of 2017.

### WHAT YOU WILL LEARN

#### BRANDING & ADVERTISING

- How branding can differentiate your product from all competitors.
- How branding can re-position your company to a younger, or completely new audience.
- Why smart branding can create intense customer loyalty.
- How branding can create reservoirs of goodwill that a company can draw on in difficult times.

“*Appealing and informative, this ragbag of pop culture references, jokes, anecdotes, solid research, and advice will be indispensable to marketers or anyone curious about the power and ubiquity of advertising in modern culture.*”

- Publishers Weekly



# RON TITE

## Co-Author of Everyone's An Artist, Creativity Expert and CEO of The Tite Group

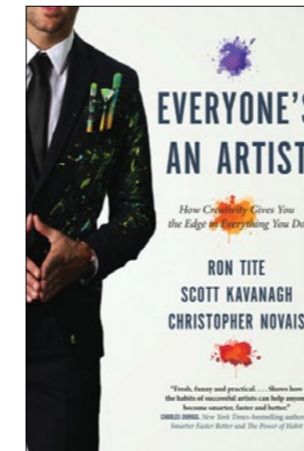
Trained at Toronto's legendary Second City, Ron was named one of the "Top 10 Creative Canadians" by Marketing Magazine. He's been an award winning advertising Writer and Creative Director for some of the world's most respected brands including Air France, Evian, Fidelity, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, Volvo, and many others. His advertising work has been recognized by The London International Advertising Awards, The New York Festivals of

Advertising, The Crystals, The Extras, The Canadian Marketing Association, The Advertising & Design Club of Canada, and The Marketing Awards, to name just a few.

He is founder and CEO of The Tite Group, Executive Producer & Host of the Canadian Comedy Award-winning show Monkey Toast, and is a featured marketing expert on the new Mark Burnett-produced business reality show, Dream Funded. He has written for a number of other

television series, penned a children's book, and wrote, performed, and produced the play, The Canadian Baby Bonus.

In demand as a speaker on innovation, branding, content marketing, and his own take on modern business, "The Expression Economy", Ron has spoken to leading organizations all over the world. His book, Everyone's An Artist, was published by HarperCollins in the fall of 2016.



### CREATIVITY & INNOVATION

- Why your team shouldn't be learning from other marketers, they should be learning from artists.
- What successful artists do, which organizations have implemented their thinking, and what brands can do to be more artistic on a daily basis.
- Why brands need to act more like customers by being more interesting and thus, win more of their customer's time.

“Tite has the right universal touch, handles physical comedy effortlessly and never heads for the bog to make his audiences laugh. We did. Here's a young man on the move, for all the right reasons.”

- The Edmonton Journal



# 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**

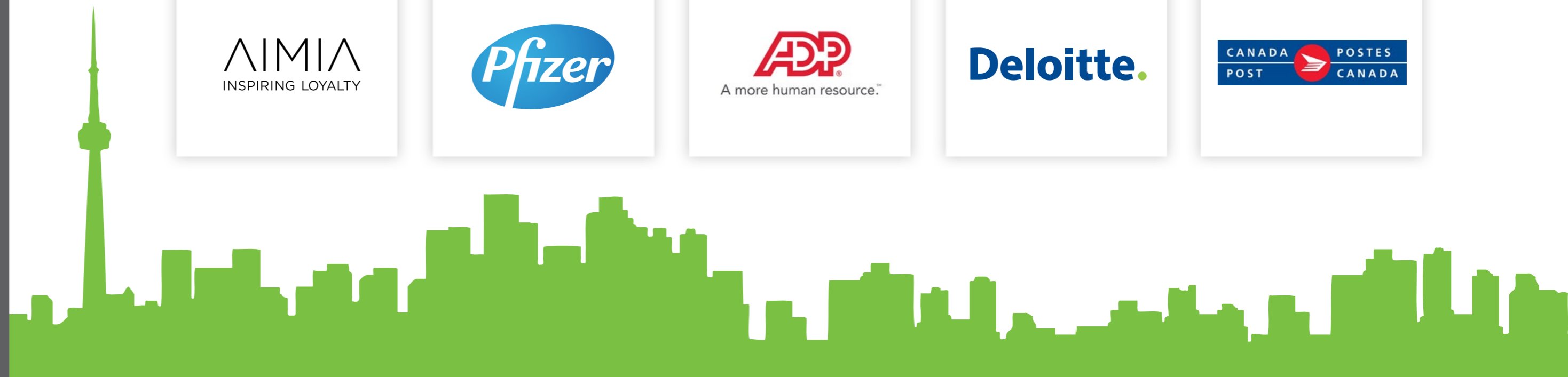
“Terrific speakers, engaged audience and relevant topics!

- 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





# 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
- Latest 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 seating directly behind Platinum
- Latest 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:
  - *Growth Hacker Marketing* - **Ryan Holiday**
  - *This I Know* - **Terry O'Reilly**
  - *Everyone's An Artist* - **Ron Tite**



# 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 and networking.

**\$799.00**

Each (+HST)

Only 50 Available

- **Meet and greet photo opportunity with Troy Carter**
- **Continental breakfast and coaching session**
- Express entrance
- Reserved premier seating in the first row
- Latest 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:
  - *Growth Hacker Marketing* - **Ryan Holiday**
  - *This I Know* - **Terry O'Reilly**
  - *Everyone's An Artist* - **Ron Tite**
  - *Invisible Influence* - **Jonah Berger**
  - *Everybody Writes* - **Ann Handley**



**GROUP OFFER**  
SAVE \$50 PER PASS  
WHEN YOU BUY  
5 OR MORE!

Passes must be purchased together to qualify for group offer.

**RESERVED SEATING**  
AVAILABLE FOR  
GROUPS OF  
20 OR MORE!

For further details on group pricing and seating arrangements, please contact us at 1-866-99-ART-OF or visit us at [TheArtOf.com](http://TheArtOf.com)

**REGISTER NOW** ►