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MONTRÉAL | NOVEMBER 25, 2014 | 8:45AM - 5:00PM



MALCOLM GLADWELL

MARC ECKŌ

CHARLES DUHIGG

JACKIE HUBA

ERIC RYAN

"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

NOVEMBER 25, 2014 | 8:45AM - 5:00PM

PALAIS DES CONGRÈS DE MONTRÉAL

Hall 517

159 St Antoine St W, Montréal, QC H2Z 1H2

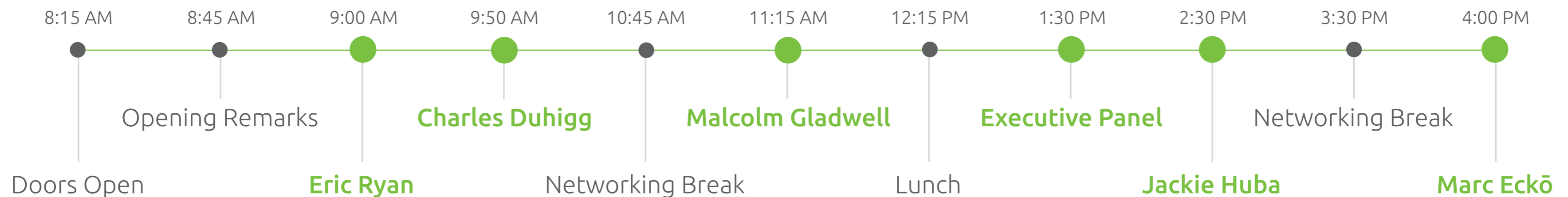
www.congresmtl.com

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 2,000 of Canada's most influential marketers.

WHY ATTEND

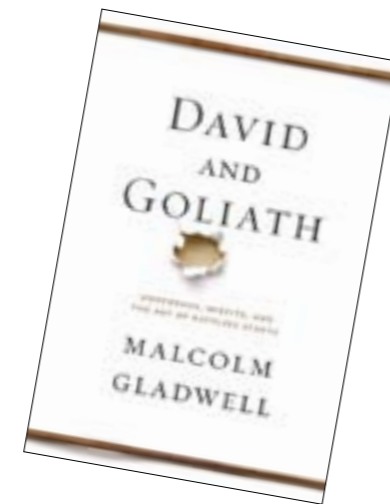
Developed to answer the questions currently facing your organization, The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views and interacts with your brand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



WHAT YOU WILL LEARN

Malcolm Gladwell

David and Goliath – Underdogs, Misfits, and the Art of Battling Giants

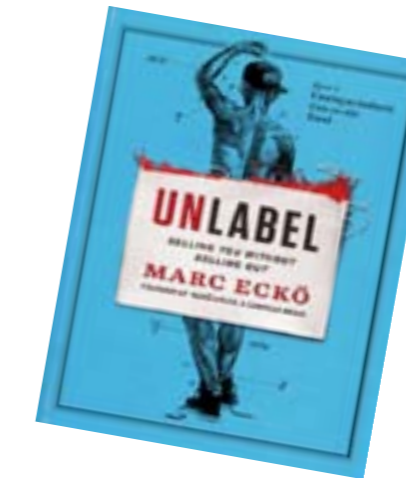


- The hidden rules that shape the balance between the weak and the mighty, the powerful and the dispossessed.
- How fundamentally we misunderstand the true meaning of advantages and disadvantages.
- How to reshape the way we think of the world around us using examples drawn from history, psychology and powerful storytelling.
- Why you should work on your strengths rather than try and improve upon the weaknesses.

LEARN MORE ►

Marc Eckō

Unlabel: Selling You Without Selling Out



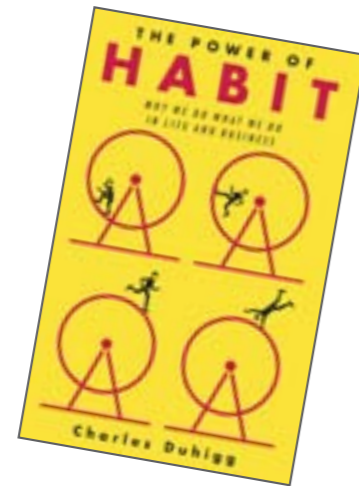
- Why it's not enough to simply merge your inner artist with business savvy—you must understand the anatomy of a brand, starting with its authentic spine.
- How to discover your own voice by overcoming fear and taking action.
- Why failure is essential.
- How to understand how your product or service makes people feel.
- How to recognize if your nostalgia for the past is hampering your ability to envision your future.

LEARN MORE ►

WHAT YOU WILL LEARN

Charles Duhigg

Consumer Habits & Predictive Analytics

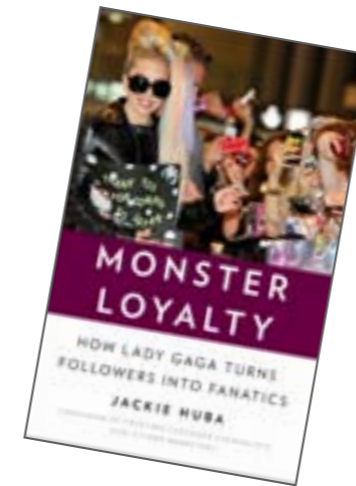


- How corporate giants, like Target, know what shoppers want before they do.
- How the neurology of craving explains our habits, what we buy and how we can learn.
- Why customers keep coming back for some (but only some) products again and again.
- Why we do what we do, and how to change it.
- How consumer habits work.

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. That display of values creates a deep emotional connection.
- Why you need to give your audience something to talk about. Whether by wearing a meat dress or ‘dying’ in a pool of blood onstage, she knows what will get people talking.

LEARN MORE ►

Eric Ryan

Branding & Innovation

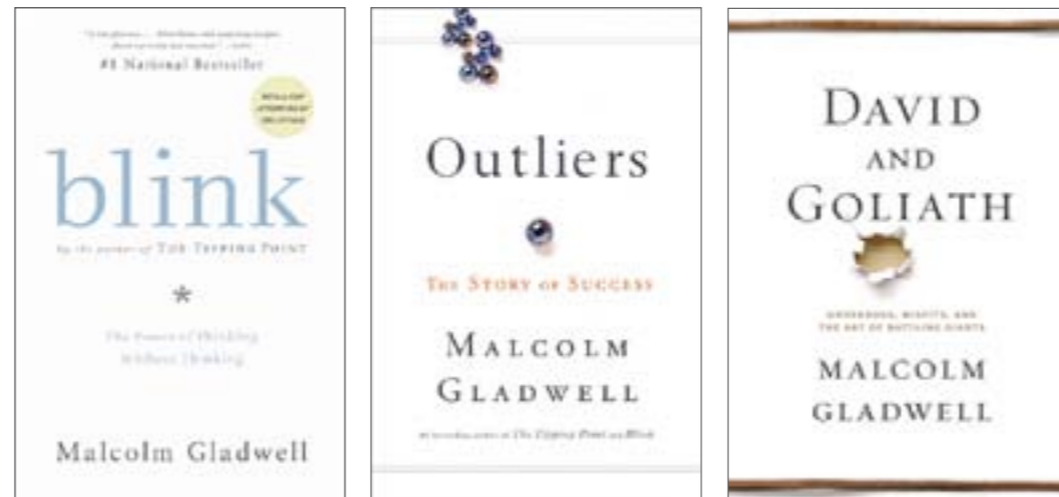


- How to kick ass fast: Use your small size to your advantage by bringing innovations to market faster than your large bureaucratic rivals, you can always stay one step ahead.
- How to inspire advocates: Rather than fighting costly battles for market share by trying to appeal to everyone, foster deeper relationships with fewer (but more loyal) customers.
- How to win on product experience: Beyond satisfying your customers’ rational needs, try to design experiences that touch them on an emotional level.

LEARN MORE ►

MALCOLM GLADWELL

Author of Five New York Times Bestsellers, TIME's 100 Most Influential People & a Member of the Order of Canada



Malcolm Gladwell is the author of five New York Times bestsellers - The Tipping Point, Blink, Outliers, What the Dog Saw, and now, his latest, David and Goliath: Underdogs, Misfits and the Art of Battling Giants. He has been named one of the 100 Most Influential People by TIME magazine and one of the Foreign Policy's Top Global Thinkers.

He has explored how ideas spread in the Tipping Point, decision making in Blink, and the roots of success in Outliers.

With his latest book, David and Goliath, he examines our understanding of the advantages of disadvantages, arguing that we have underestimated the value of adversity and over-estimated the value of privilege.

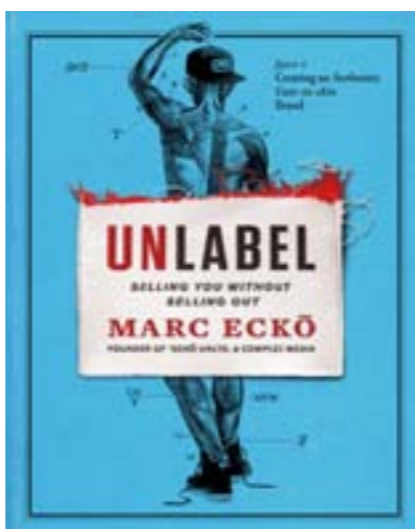
He has been a staff writer for The New Yorker since 1996. He has won a national magazine award and been honoured by the American Psychological Society and the American Sociological Society. He was previously a reporter for The Washington Post.

Malcolm is an extraordinary speaker: always on target, aware of the context and the concerns of the audience, informative and practical, poised, eloquent, warm and funny. He has an unsurpassed ability to be both entertaining and challenging.

"Fascinating... Gladwell is a master of synthesis. This perennially bestselling author prides himself on radical re-thinking and urges the rest of us to follow suit."

- Heller McAlpin, Washington Post





MARC ECKŌ

Founder & Chief Creative Officer of Marc Eckō Enterprises & Author of Unlabel: Selling You Without Selling Out

One of the most provocative entrepreneurs of our time, Eckō has built his company into a billion-dollar fashion and media empire. Now he steps out from behind the rhino to reveal a visionary formula for building an authentic brand engineered for success.

Eckō is a fashion designer, entrepreneur, investor, and artist. He is the founder of Marc Eckō Enterprises, a global fashion and lifestyle company, and founder and chairman of Complex Media, the world's leading provider of fashion, entertainment, lifestyle, and product trends to young male tastemakers.

Complex Media Network includes 110+ websites that generate more than 700 million page views and 70 million unique visitors per month.

His book, Unlabel: Selling You Without Selling Out, was released in October 2013. As instructive as it is innovative, Unlabel will empower you to channel your creativity, find the courage to defy convention and summon the confidence to act and compete in any environment. It's a visual blueprint for how to grow both creatively and commercially by testing your personal brand against the principles of "The Authenticity Formula."

George Lucas has said, "Marc Eckō designed his future while putting his own spin on history. He's fearless and he built his brand out of his love of art and pop culture, without being seduced by nostalgia. Marc may have been inspired by Star Wars, but he made it his own—and no one has made Star Wars cooler than Eckō. His unique vision became a global force in fashion. For art and execution, this is the text book I wish I could have bought in college."

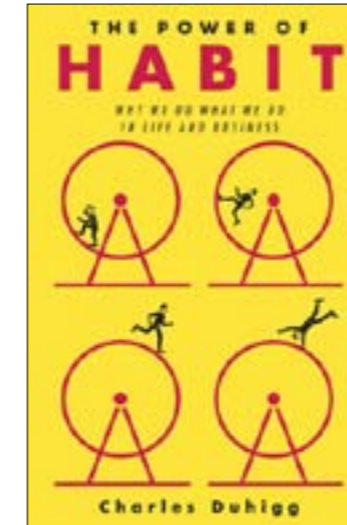
Eckō serves as an emeritus board member to the Council of Fashion Designers of America, Big Picture Learning, and Tikva Children's Home. He lives in New Jersey.

"Marc is living proof that you can be a marketing and business whiz and still be a true artist."
- CNBC



CHARLES DUHIGG

New York Times Investigative Reporter & Bestselling Author of *The Power of Habit*



Charles Duhigg is the author of *The Power of Habit*, a bestselling book about the science of habit formation in our lives, companies and societies. In it, Charles sheds light on scientific discoveries that explain why habits exist and how they can be changed, bringing to life a whole new understanding of human nature and its potential for transformation.

Charles investigates why some people and companies struggle to change, despite years of trying, while others seem to remake themselves overnight. He takes us to laboratories where neuroscientists explore how habits work and where, exactly, they reside in our brains. We discover how the right habits were crucial to the success of Olympic swimmer Michael Phelps, Starbucks CEO Howard Schultz, and civil-rights hero Martin Luther King, Jr. We go inside

Procter & Gamble, Target superstores, Rick Warren's Saddleback Church, NFL locker rooms, and the nation's largest hospitals and see how implementing so-called Keystone Habits can earn billions and mean the difference between failure and success, life and death.

At its core, *The Power of Habit* contains an exhilarating argument: the key to exercising regularly, losing weight, raising exceptional children, becoming more productive, building revolutionary companies and social movements, and achieving success is understanding how habits work. Habits aren't destiny and by harnessing this new science, we can transform our businesses, our communities and our lives.

Charles has worked at the New York Times since 2006. He is currently working on a series about Apple named "The

iEconomy," and before that contributed to other series, including "Golden Opportunities" (which received the George Polk Award, the Sidney Hillman Award and a Deadline Award), "The Reckoning," (which won the Loeb and was a finalist for the Pulitzer Prize) and "Toxic Waters," (which received The Scripps Howard National Journalism Award, the Investigative Reporters and Editors' Medal, the National Academies' reporting award and others).

Charles is a native of New Mexico. He studied history at Yale and received an MBA from Harvard Business School. He has appeared on *This American Life*, *N.P.R.*, *The Newshour with Jim Lehrer* and *Frontline*. Before becoming a journalist, Charles worked in private equity and – for one terrifying day – was a bike messenger in San Francisco.



Charles Duhigg's thesis is powerful in its elegant simplicity: confront the root drivers of our behaviour, accept them as intractable, and then channel those same cravings into productive patterns. His core insight is sharp, provocative, and useful.

- Jim Collins, #1 Bestselling Author of *Good to Great & Built to Last*



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

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. 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.



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



method.

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/QST)

- General admission seating from row 6

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 & enjoy the day.

\$649.00

EACH (+GST/QST)

- Express entrance
- Reserved premier seating in the first five rows
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook & pen
- Copies of 3 featured bestselling books:
 - Monster Loyalty - **Jackie Huba**
 - The Method Method - **Eric Ryan**
 - The Power of Habit - **Charles Duhigg**



GROUP OFFER

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

Passes must be purchased together to qualify for group pricing.

REGISTER NOW ▶