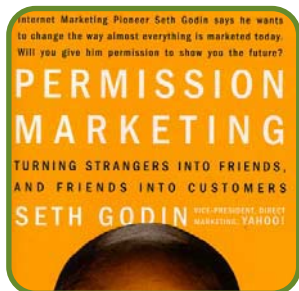
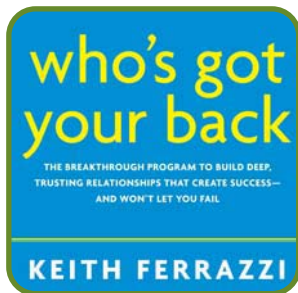


theartof...
marketing
presented by
 Microsoft Dynamics CRM

2012 **Marketing & Innovation** Conference
April 24, 2012 | 8:45AM - 4:45PM | Sheraton Chicago Hotel & Towers



WHAT?

Building on the success of the **SOLD OUT** national tour in Canada, this one day conference features six internationally renowned bestselling authors and 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 1,000 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, interacts and positions your brand in a crowded marketplace.

WHEN?

Tuesday, April 24, 2012

8:45AM – 4:45PM

WHERE?

Sheraton Chicago Hotel & Towers
301 East North Water Street
Chicago, IL 60611
www.sheratonchicago.com



AGENDA...

08:15AM	DOORS OPEN
08:45AM – 09:00AM	OPENING REMARKS
09:00AM – 10:00AM	KEITH FERRAZZI
10:00AM – 10:20AM	NETWORKING BREAK
10:20AM – 11:30AM	AVINASH KAUSHIK
11:30AM – 01:00PM	LUNCH BREAK
01:00PM – 02:00PM	SETH GODIN
02:00PM – 03:00PM	GARY VAYNERCHUK
03:00PM – 03:15PM	NETWORKING BREAK
03:15PM – 04:00PM	MITCH JOEL
04:00PM – 04:45PM	RANDI ZUCKERBERG



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

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 Group*

"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*

"Fantastic! EVERYONE who markets MUST go."

*- Mark Soloway,
Marketing Manager, Sangsters*

"Insightful, relevant & interesting learning's from the change leaders & thought makers! Good selection of speakers & cultural observers."

Elizabeth Wetzel – Director Advertising Sales, Lavalife

"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!"

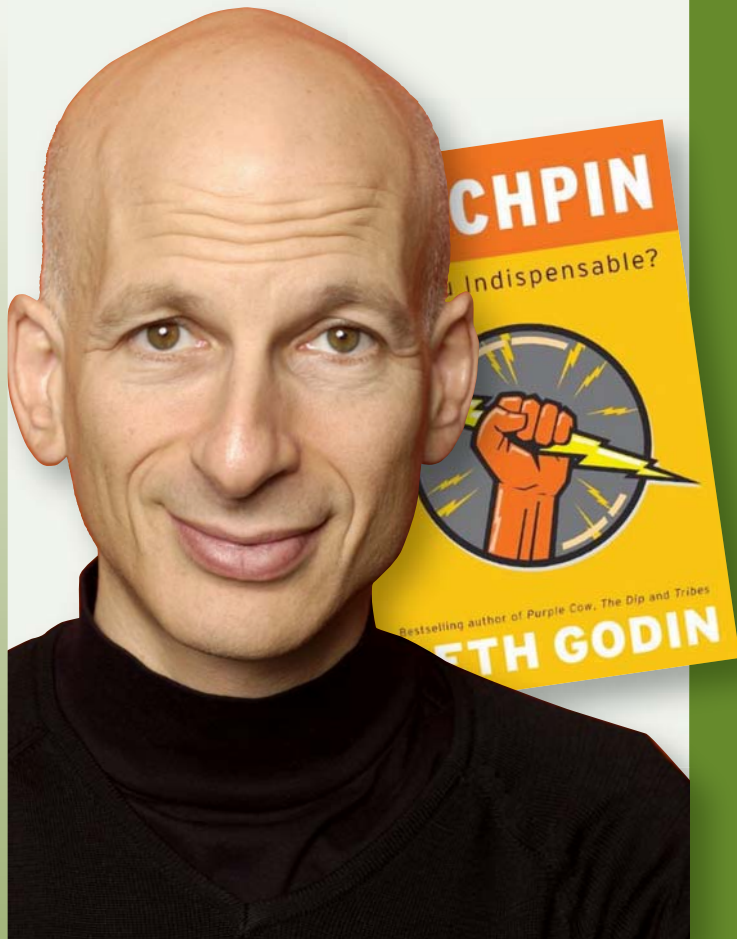
*Will Eagle – Sr. Digital Marketing Manager,
Scotiabank*

"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 Marketing, Hockey Canada

Featured **CLIENTS...**





Seth Godin

New York Times Bestselling Author,
Purple Cow, Linchpin, Tribes, Poke the Box & more!

Named one of the top 21 speakers for the 21st century by Successful Meetings Magazine, Godin draws on his bestselling books and years of being a marketing pioneer to bring audiences of all kinds to their feet.

Continuing to push the envelope and make waves, his latest endeavour, The Domino Project, completely excludes a traditional print publication for his new book, Poke the Box. Hailed as “the kick in the pants you need to shake up your life,” Poke the Box urges everyone to do just as The Domino Project does, move away from conformity and toward ingenuity, toward answering unknown questions for ourselves. As Godin himself described, “Poke the Box is about the spark that brings things to life.”

Godin’s first book Permission Marketing, was a New York Times bestseller that revolutionized the way corporations approach consumers. Fortune Magazine named it one of their Best Business Books and Promo magazine called Godin “The Prime Minister of Permission Marketing.”

In all, he has written thirteen books that have been translated into more than thirty languages. Every one has been a bestseller. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. Godin’s second book, Unleashing the Ideavirus, is the most popular e-book ever published, and in 2003, his book Purple Cow was the #1 bestselling marketing book on Amazon. His other works include The Big Red Fez, Survival Is Not Enough, Free Prize Inside, All Marketers Are Liars, The Big Moo, Small is the New Big, and Meatball Sundae. Tribes: We Need You to Lead Us, became an instant best-seller, and his 2010 Linchpin: Are You Indispensable? inspires audiences to overcome the resistance that holds them back from becoming an indispensable asset to any organization.

Seth was founder and CEO of Yoyodyne, the industry’s leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin worked as VP Direct Marketing at Yahoo before leaving to become a full time speaker, writer and blogger.

He holds an MBA from Stanford, and was called “the Ultimate Entrepreneur for the Information Age” by Business Week.

Leadership & Creativity

WHAT YOU WILL LEARN...

- Permission Marketing: Turning strangers into friends and friends into customers
- The power of telling authentic stories in a low-trust world
- How to create a “purple cow”- an offering that stands out from the crowd and causes customers to take notice
- Learn the benefits of using creative, remarkable thinking to transform business ideas and practices



Seth’s recent book, *Poke the Box* is a call to action about the initiative you’re taking - in your job or in your life, and Seth once again breaks the traditional publishing model by releasing it through The Domino Project.

“Godin is endlessly curious, opinionated and knowledgeable on a wide variety of subjects. He is a relentless marketer and also a clear-eyed visionary with strong and sensible ideas on how the new economy can, should and will function.”

- Miami Herald



facebook

Social Media

WHAT YOU WILL LEARN...

- Top 10 tips to maximize your brand on Facebook
- Define your organizations rules of engagement
- Which brands are best maximizing their social connections?
- Why it is important to encourage community interaction
- How to use your Facebook presence to get immediate feedback
- How to use social media as a customer service channel and give your business a human face
- Why it is important to give people a reason to "Like" you

Randi Zuckerberg

Former Head of Marketing at **Facebook** and Founder & CEO of R to Z Media

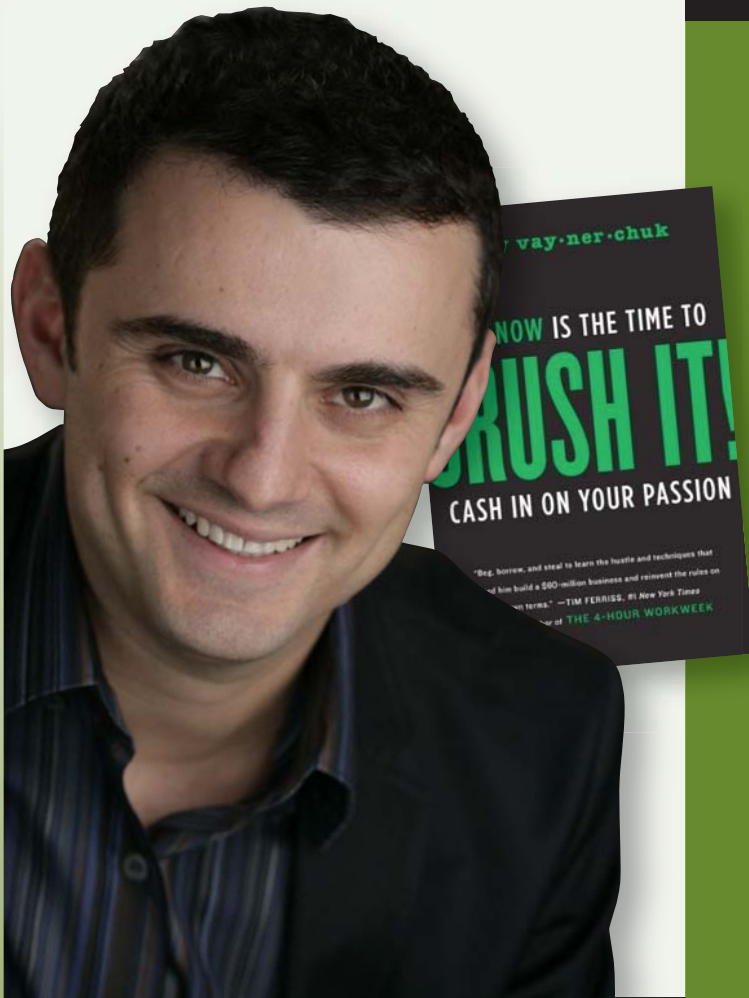
Randi Zuckerberg ran marketing at Facebook for six years, where her team led the company's U.S. election and international politics strategy, launched the live streaming industry with her media partnerships around the U.S. Presidential Inauguration, and was nominated for an Emmy Award in 2011 for her innovative TV/online coverage of the 2010 mid-term elections. Randi has appeared on CNN, Good Morning America, The Today Show, Bloomberg, NDTV & World News, and was a correspondent for the 2011 Golden Globe Awards and the World Economic Forum in Davos.

In August 2011, Randi left Facebook to start R to Z Media, a new type of media platform that will be launching later this year. She was recently appointed to the United Nations Global Entrepreneurs Council, the World Economic Forum's Global Council on Social Media, and the U.S. Broadcasting Board of Governors Commission on Innovation. Randi holds a bachelor's degree in psychology from Harvard University.

She has pioneered several large media partnerships focused on news and current events, such as the ABC News/Facebook Presidential Debates and the CNN/Facebook Inauguration Day Partnership. Randi previously worked at Forbes as part of the news show, Forbes on Fox and authored the book 'Spark Your Career in Advertising.' Randi has made appearances on CNN, Good Morning America, The Today Show, and World News to discuss Facebook's marketing and political initiatives. Most recently, she represented Facebook as a correspondent at the State of the Union and Michael Jackson Memorial live broadcasts.

“ Her presentation was INCREDIBLY relevant to my group. You can tell she did a great deal of research on the business of my attendees and tied that all together with her expertise and knowledge. ”

- Director of Meetings & Special Events, HFTP



Gary Vaynerchuk

New York Times Bestselling Author,
Crush It! and The Thank You Economy

Online marketing trailblazer **Gary Vaynerchuk** (VAY NER CHUK) is a 33-year-old entrepreneur whose dual identity as both business guru and wine guy has made him known as the "Social Media Sommelier." A self-trained wine expert, he revolutionized the wine industry with his video blog, Wine Library TV (affectionately known as The Thunder Show), and grew his family wine business from \$4 million to \$60 million in five years. What raised Vaynerchuk's notoriety even more than his business acumen was his foresight combined with his pioneering, multi-faceted approach to personal branding and business. While his youthful following broke down barriers in the wine industry, the business world (and Web 2.0) admired him for creating a new generation of branding, focusing on the Internet and leveraging social media tools such as Facebook and Twitter. As his viewership swelled to over 80,000 a day, and his family's wine business grew to over \$60 million a year, he made television appearances on *Late Night with Conan O'Brien*, *Ellen DeGeneres*, *NBC's Today Show*, *CNBC's Mad Money with Jim Cramer*, and *The Big Idea with Donny Deutsch*, was featured in the *New York Times*, *Wall Street Journal*, *USA Today*, and has become a consultant for Fortune 100 companies, and a keynote speaker around the world.

In *CRUSH IT! Why NOW Is the Time to Cash In On Your Passion* (HarperStudio) he shares with business owners how they can boost sales using the internet. He shows audiences how to find their passion, then step by step how to turn it into a flourishing, monetized business. Vaynerchuk's speeches on personal branding, social media, and marketing at conferences such as FOWA, Strategic Profits, and South By Southwest have occasioned praise from established web denizens and earned him the admiration of countless bloggers and aspiring entrepreneurs. As the youngest winner of Marketwatch's Business Award at 27, as well as being named to "Silicon Alley 100" - *Silicon Alley Insider* - 2008 and "101 Most Influential People in New Jersey" - *New Jersey Monthly* - 2009, Vaynerchuk is an icon in his industry.

A sought after speaker, Vaynerchuk has given keynote speeches to a diverse group of organizations such as the Digital Marketing Mixer, Boston Wine Expo, Inman Real Estate Connect, Ramquest Users Group Conference, DeGustibus Cooking School, and the Disney Food and Wine Festival. He lives in New York City.

Branding & Word of Mouth Marketing

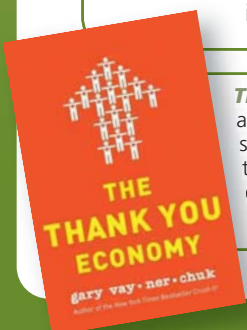
WHAT YOU WILL LEARN...

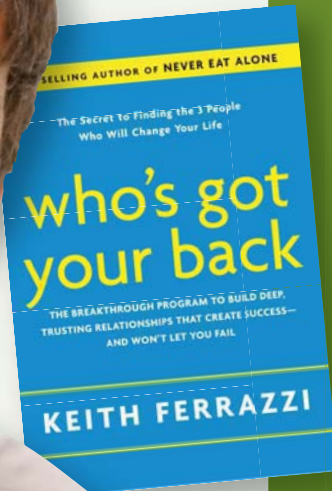
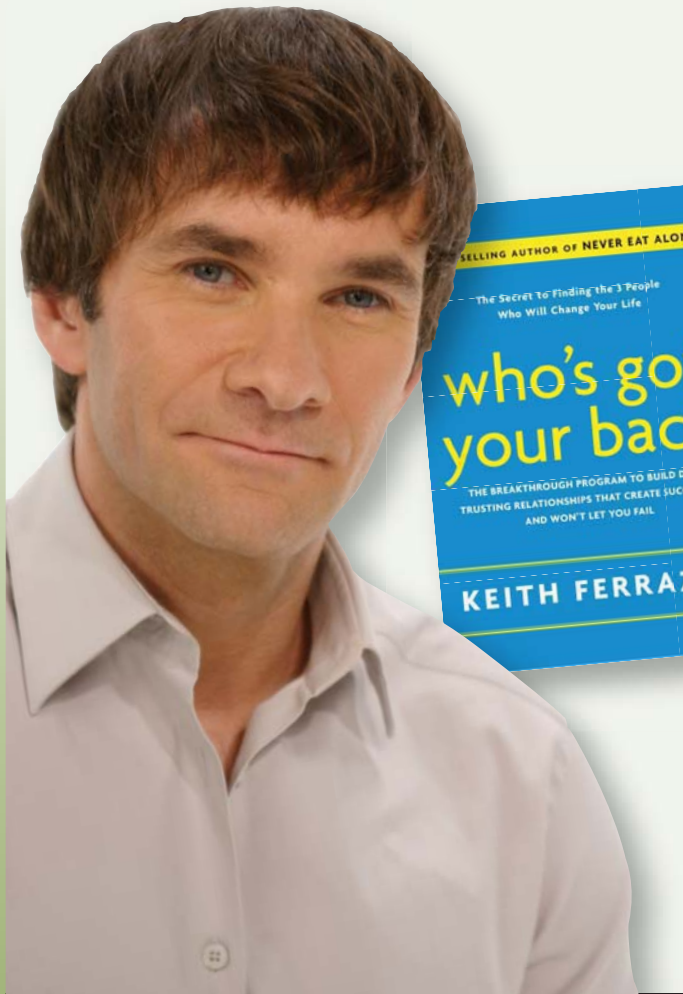
- Why storytelling is the most important business concept in the current marketplace
- Why Twitter and Facebook are just tools and not a social media strategy
- How to take advantage of the half-billion dollars in advertising that are moving to the internet
- Why transparency and being true to yourself are now winning marketing formulas
- How to build and maintain an online community around your passion and brand strategies for turning eyeballs into money
- Why the legacy element of the internet era is so underrated

The Thank You Economy isn't some abstract concept or wacky business strategy. It's the way we buy and sell, the way we're interacting as consumers, as employees, as entrepreneurs on all levels, right now.

“Gary is a force of nature his authentic, raw passion and caring touches everyone. His insights into social media & His message of opportunity could not be more timely.”

- Tony Robbins





Keith Ferrazzi

#1 New York Times Bestselling Author, *Never Eat Alone* & *Who's Got Your Back*

Keith Ferrazzi is the world's foremost expert in relationships, bringing 20 years of research and experience to the art and science of business relationship development. His signature focus on success through relationships – a deeply energizing passion – has fueled his own incredible rise to prominence. Both Forbes and Inc. have called him one of the world's most "connected" individuals.

Ferrazzi has won a place as one of the top thought leaders in American business. His first book, *Never Eat Alone*, redefined networking today. His #1 New York Times bestseller *Who's Got Your Back* focuses on lifeline relationships, a narrow category of deep, trusting peer relationships that disproportionately affect our careers and well-being. Ferrazzi has been named a "Global Leader of Tomorrow" by the World Economic Forum, one of the top "40 Under 40" business leaders by *Crain's Business*, and one of the most creative Americans in *Who's Really Who*.

Ferrazzi moves audiences to action and has been enthusiastically recognized as one the world's most dynamic, engaging speakers. He has received accolades from an impressively diverse list of listeners: Meryll Lynch, Goldman Sachs, Microsoft, the United Nations, Facebook, the World Economic Forum, Kraft, GM, Century 21, AT&T, and Aon, to name a few. Ferrazzi is a frequent contributor to CNN and CNBC, and has been a guest on *Larry King Live* and *Today Show*. His writing has appeared in *Forbes, Inc., Business Week, The Wall Street Journal*, and the *Harvard Business Review*.

As founder and chairman of Ferrazzi Greenlight, a research-based consulting and training company, Ferrazzi provides corporate market leaders with strategic consulting and training to improve sales, performance, and team cohesion, with an emphasis on personal transformation. Ferrazzi launched his career as the youngest Chief Marketing Officer in the Fortune 500 at Deloitte Consulting, and was later the CMO at Starwood Hotels.

Ferrazzi's foundation, Big Task, applies his company's Accelerated Relationship Development (ARD) curriculum to aid corporate citizenship and education reform. At the annual Big Task Weekend, companies use ARD to create partnerships that benefit national health and wellness.

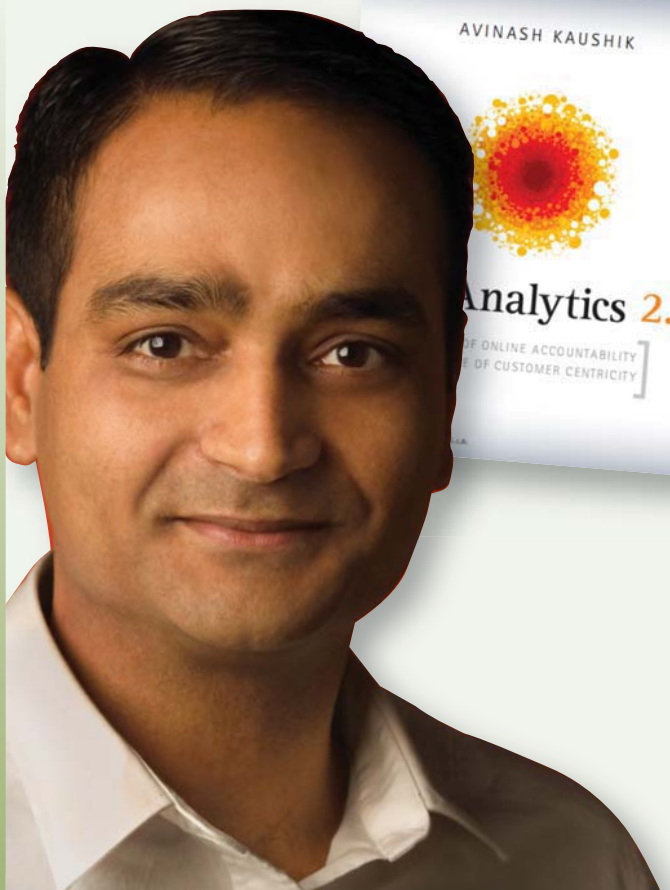
Relationships for Revenue Growth

WHAT YOU WILL LEARN...

- The #1 tool for relationship building to transform the way your team fills their pipeline
- Techniques that will instantly set prospects at ease and differentiate your team from the crowd
- The secret to productivity through relationships – how Keith's system creates time and energy
- A new accountability strategy that will enhance performance and commitment
- A relationship management system that your team will practice not only because it drives their numbers, but because they'll have fun doing it

Keith really got my group engaged in a way that no one has before. Watching them interact and try new things during the presentation was powerful. He took the time to really understand our challenges and gave my people specific, actionable tools.

- Head of International Advertising Sales,
The Wall Street Journal



Brand Measurement: Metrics & Analytics

WHAT YOU WILL LEARN...

- How to become more data driven when it comes to your online marketing
- How to take the guessing out of what creative, image, offer, product will connect with your customers
- How the web empowers you to take risk, learn from your mistakes quickly, unearth your competitor's strengths and weaknesses, listen to your customers and understand their behaviour like never before
- How to change the way you think about online data
- How to revolutionize your company's digital existence

Avinash Kaushik

New York Times Bestselling Author,
Web Analytics 2.0 & *Web Analytics: An Hour a Day*

Avinash Kaushik is the co-Founder of Market Motive Inc and the Analytics Evangelist for Google.

Through his blog, Occam's Razor, and his best selling books, *Web Analytics: An Hour A Day* and *Web Analytics 2.0*, Avinash has become recognized as an authoritative voice on how marketers, executives teams and industry leaders can leverage data to fundamentally reinvent their digital existence.

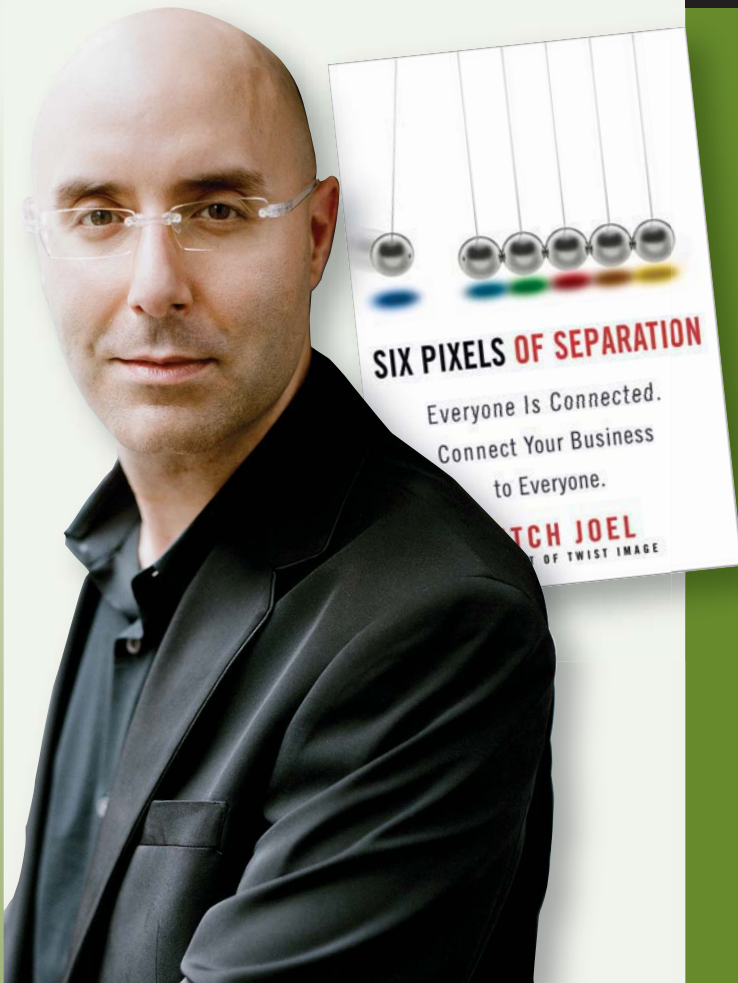
Avinash puts a common sense framework around the often frenetic world of web analytics and combines that with the philosophy that investing in talented analysts is the key to long-term success. He passionately advocates customer centricity and leveraging bleeding edge competitive intelligence techniques.

Avinash has received rave reviews for bringing his energetic, inspiring, and practical insights to companies like Unilever, Dell, Time Warner, Vanguard, Porsche, and IBM, as well as delivering keynotes at a variety of global conferences, including Ad-Tech, Monaco Media Forum, iCitizen, JMP Innovators' Summit, MeasureUp and Web 2.0. He also lectures at major universities such as Stanford University, University of Virginia and University of Utah.

Avinash recently received the 2009 Statistical Advocate of the Year award from the American Statistical Association.

“Avinash is a brilliant strategist and is an expert in understanding how web analytics can be used to truly benefit a company. His ability to convey his philosophies with such enthusiasm make him a great speaker for any event.”

- Fortune Interactive



Mitch Joel

Bestselling Author, *Six Pixels of Separation*

When Google wanted to explain online marketing to the top brands in the world, they brought Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." In 2006 he was named one of the most influential authorities on Blog Marketing in the world. Mitch Joel is President of Twist Image - an award-winning Digital Marketing and Communications agency. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a Blogger, Podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing insights on digital marketing and personal branding. In 2008, Mitch was named Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly-prestigious Canada's Top 40 Under 40 (recognizing individuals who have achieved a significant amount of success but have not yet reached the age of 40).

Joel speaks frequently to diverse groups like Starbucks, Microsoft, Procter and Gamble, Hewlett Packard and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins and Dr. Phil.

Joel is frequently called upon to be a subject matter expert for CTV National News, Canada AM, CBC Newsworld, Marketing Magazine, Strategy, The Globe & Mail, The National Post and many other media outlets. His newspaper business column, New Business - Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun, and his monthly column, Ultraportable, is featured in enRoute Magazine. His first book, Six Pixels of Separation, named after his successful Blog and Podcast was published in September of 2009.

CTRL ALT DEL - How to reboot your marketing in a connected world

WHAT YOU WILL LEARN...

- Publishing is the new marketing
- The next five years will be all about direct relationships
- How to thrive in a world where anyone can (and is) saying whatever they want about your brands, products and services
- Social Media is a not a conversation
- It's no longer about 3 (or 4) screens... it's about 1 screen
- How Integration wins

“ Mitch Joel's presentation helped us to see that we needed to change the paradigm of how we interacted with our customers. His ideas and insights have led us to new concepts in the development of our brands. ”

- Pfizer

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.



BONUS

Receive a complimentary copy of Seth Godin's recent book *Poke the Box*.**

PER ATTENDEE

\$399

GROUP OFFER*

\$349

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

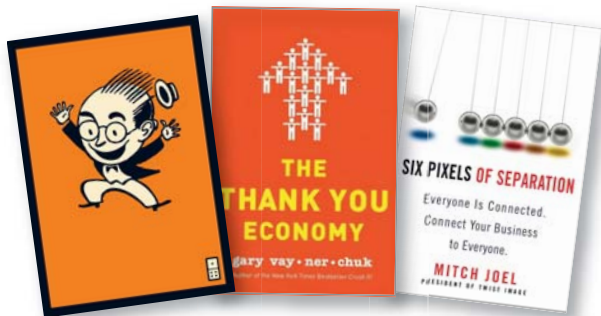
VIP Pass...

Experience **The Art of Marketing** to its fullest! This exclusive investment allows you to fully maximize your experience and extract the most value and content from this unparalleled day of learning and networking.

Includes:

- Express VIP entrance
- Reserved premier seating in the first five rows
- Exclusive VIP three course Lunch
- An eco-friendly tote bag and personal spiral bound notebook
- Copies of featured bestselling books:

- ▶ Seth Godin - *Poke the Box*
- ▶ Gary Vaynerchuk - *The Thank You Economy*
- ▶ Mitch Joel - *Six Pixels of Separation*



PER ATTENDEE

\$599

GROUP OFFER*

\$549

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

GROUP Pricing...

Groups of 3 or more can **SAVE \$50** off the price of each ticket. Tickets 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.



*Tickets must be purchased together to qualify for group pricing. **Limited to the first 1,000 attendees.

REGISTRATION FORM

April 24, 2012 | 8:45AM – 4:45PM
Sheraton Chicago Hotel & Towers

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

COUNTRY

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HOW DID YOU HEAR ABOUT US?

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MASTERCARD

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AMERICAN EXPRESS

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EXPIRY

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SIGNATURE

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

PRICING

VIP Pass(es) \$599 ea x _____ Pass(es) = _____

General Pass(es) \$399 ea x _____ Pass(es) = _____

TOTAL = _____

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

Additional Attendee Names

Email

2 _____

3 _____

4 _____

5 _____

6 _____

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