

20

OCTOBER 21

TORONTO

METRO TORONTO CONVENTION CENTRE

13



Presented By



W. Brett **Wilson**
Michael E. **Gerber**
John **Jantsch**
Jonathan **Fields**
Stephen **Shapiro**
Mitch **Joel**

About

The Art of Small Business 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 small business issues. Don't miss out on your chance to gain a competitive advantage and network with over 1,000 attendees from Canada's most up and coming small businesses.



Why?

There isn't a small business in Canada that doesn't want to be more innovative in their thinking, products and processes. At many companies, being first with a concept and first to market are critical just to survive. In these times of accelerating change, The Art of Small Business responds to what is happening in the world now in the areas that are critical to the success of any small organization. Whether it's creativity, marketing, sales, technology or leadership, The Art of Small Business delivers unrivaled access to the very latest thinking directly from those who are setting the agenda.

When? Monday, October 21, 2013 | 9:00AM – 5:00PM

Agenda

- 8:15AM - Doors Open
- 9:00AM - Opening Remarks
- 9:15AM - **MITCH JOEL**
- 10:00AM - **JONATHAN FIELDS**
- 10:45AM - Networking Break
- 11:15AM - **W. BRETT WILSON**
- 12:00PM - Lunch (VIP Lunch with **W. BRETT WILSON**)
- 1:15PM - Executive Panel
- 2:00PM - **STEPHEN SHAPIRO**
- 2:45PM - Networking Break
- 3:15PM - **JOHN JANTSCH**
- 4:00PM - **MICHAEL E. GERBER**

Where?

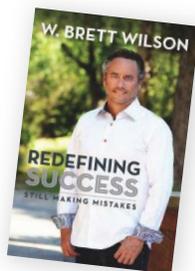
Metro Toronto Convention Centre
John Bassett Theatre
255 Front St. West
Toronto, ON
M5V 2W6
www.mtccc.com

what **YOU** will learn



W. Brett Wilson **Partners, Principles and Priorities: The Real Secrets of Success**

- Brett explores how he redefined success after gaining financial wealth but losing the things most important to him—his health and family.
- He reveals how he has managed to be one of the most prolific deal makers in Canada by focusing on people rather than projects, and following a moral compass that allows him to sleep at night.
- He explains how each of us can experience the joy of giving while living.
- He invites us to redefine success based on what we each value most—like time with family and friends—rather than the artificial trappings of success.



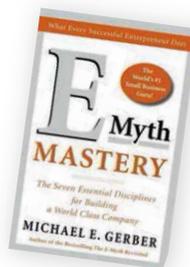
“Brett does it all—he loves what he does and he does it with total conviction and passion. He shares with you his insights on prioritizing success. Brett’s the real deal—a true Canadian leader with an inspirational message.”

- Sean Durfy, former president and CEO, WestJet Airlines



Michael E. Gerber **Turning Your Biggest Problem into Your Biggest Opportunity**

- Most small businesses don’t work, the people who own them do, and they’re doing the wrong work.
- Michael Gerber of *E-Myth* fame explores what he calls the true path of entrepreneurship by asking us this question: What is it that entrepreneurs do differently from most small business owners, and how can you put the entrepreneurial perspective to work in your business?
- Gerber’s original point of view about what’s missing in your business and what you can do about it immediately will challenge you, astonish you, and, most of all, transform your relationship with your business and your life.



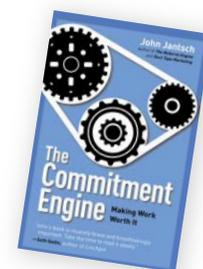
“Michael’s understanding of entrepreneurship and small business management has been a difference maker for countless businesses, including Infusion Software. His insights into the entrepreneurial process of building a business are a ‘must read’ for every small business owner. The vision, clarity, and leadership that came out of our Dreaming Room experience were just what our company needed to recognize our potential and motivate the whole company to achieve it.”

- Clate Mask, President & CEO, Infusion Software



John Jantsch **How to Build a Turn-key Marketing System**

- How to mold strategy before tactics.
- How to build a Marketing Hourglass.
- How to develop a content strategy.
- How to integrate a total web presence.
- How to install the lead generation trio.
- How to create a selling system.
- How to build a marketing action plan.



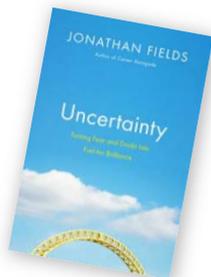
“John Jantsch is the Peter Drucker of small business marketing tactics.”

- Seth Godin, Bestselling Author of Linchpin & Purple Cow



Jonathan Fields
The Business of Belonging

- Understand the pain and power of the emerging "Belonging Crisis."
- Learn how to identify gaps in belonging and belief that can fuel powerhouse opportunities.
- Experience how to build a business, brand or product around an enhanced movement culture.
- Discover a detailed, actionable framework to build or re-engineer your own Business of Belonging.
- Explore case-studies and examples from business and organizations of all sizes and learn to apply them to small business growth campaigns and branding efforts.



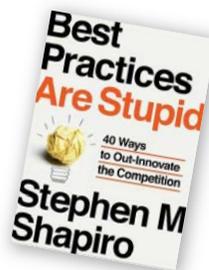
Let's face it—the leap of faith required to follow a dream is usually accompanied by gut-wrenching, knee-quaking, soul-shaking fear. Jonathan Fields knows this—but instead of offering an empty pep talk, he delivers daily practices that can help you transform fear and uncertainty into confidence and creativity."

- Daniel H. Pink, Bestselling Author of Drive & A Whole New Mind



Stephen Shapiro
Innovate the Way You Innovate: Instilling a Pervasive Culture of Innovation

- Why you should hire people you don't like. Bring the right mix of people to unleash your team's full potential.
- Why asking for ideas is a bad idea. Define challenges more clearly. If you ask better questions, you will get better answers.
- Why you don't want to think outside the box. In fact, you want to find a better box. Instead of giving your employees a blank slate, provide them with well-define parameters that will increase their creative output.
- Why failure is always an option. Looking at innovation as a series of experiments allows you to redefine failure and learn from your results.



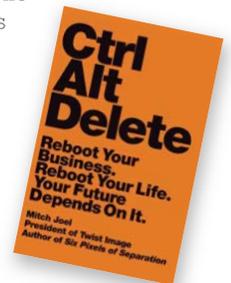
Stephen Shapiro is the best presenter of ideas since Tom Peters."

- Michael Johnson, Former Business Week Writer



Mitch Joel
Ctrl Alt Delete - Reboot Your Small Business... Your Future Depends On It

- How the power of direct relationships has changed in the past five years (and why it's great news for your small business).
- How to leverage data and analytics in a simple and profound way (and you don't have to be a scientist).
- What the next great wave of marketing is (and how you can capitalize on it).
- How to think very different about your advertising dollars.
- Why you should not worry about mobile (because there is something bigger/more important to think about).



In a world filled with broken promises, Mitch Joel is the real deal. He lives the work he talks about, and he does it with generosity and insight."

- Seth Godin, Bestselling Author of Linchpin & Purple Cow

W. Brett Wilson

Three Season Star of CBC TV's Dragons' Den,
Celebrated Entrepreneur & Philanthropist

With a penchant for investing in people rather than projects, W. Brett Wilson is proof that it's possible to succeed in business without losing your principles. His stories about success, loss, and finding balance leave his audiences inspired to achieve even the loftiest of goals.

Brett is the co-founder of FirstEnergy Capital (one of the industry's leading investment banks), and has holdings in real estate, agriculture, sports, and entertainment. A popular television personality, he spent three years on the hit CBC TV show, Dragons' Den, where he established himself as the lead deal-making "dragon"; most recently, he acted as host of Risky Business.

A noted philanthropist, Brett has sought to inspire, engage, and lead the business community into seeing corporate social responsibility as an opportunity. To this end, he has organized dozens of events and raised tens of millions of dollars for Canadian charities. He is also the founder of the W. Brett Wilson Centre for Entrepreneurial Excellence at the University of Saskatchewan.

Brett has received wide recognition for his business and philanthropic leadership. He has been recognized as "Alberta's Business Person of the Year," as "Calgary's Person of the Year," and as a Nation Builder by The Canadian Youth Business Foundation. In 2010, he received an Honorary Doctorate of Laws from Royal Roads University. He is a member of the Order of Canada and has received the Saskatchewan Order of Merit.

Redefining Success: Still Making Mistakes, was published in November 2012.



Partners, Principles and Priorities: The Real Secrets of Success



Michael E. Gerber

Small Business Guru & Author of the Mega-Bestseller, *The E-Myth Revisited*



Michael E. Gerber is a true legend of entrepreneurship. *INC Magazine* called him "the World's #1 Small Business Guru." He started over 40 years ago addressing a significant need in the small business market: businesses owned primarily by people with technical skills but few business skills, and no place to go to get meaningful help. Over the years, Michael E. Gerber's companies have helped tens of thousands of small business owner-clients to successfully transform their businesses into world-class operations.

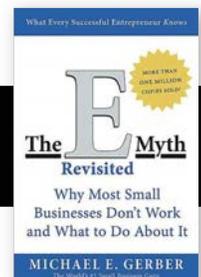
He personally leads a business start-up incubator called The Dreaming Room®, a 2½-day training that is held throughout the United States, Canada and the United Kingdom. Based on his experiences with entrepreneurs in these Dreaming Room events, along with the tens of thousands of clients Michael has done business coaching with over the years, he authored *Awakening The Entrepreneur Within*.

Michael believes that to truly flourish, a small business must touch the lives of each of its four primary influencers – customers, employees, suppliers and lenders/shareholders – in a deep and meaningful way. Awakened Entrepreneurs™ seek a path that has, at its core, a higher, more inspiring meaning than just making money, selling a product, or seizing market share.

Michael is the author of the mega-bestseller *The E-Myth Revisited* and 13 other business coaching books along with co-authored E-Myth Vertical books, *The E-Myth Attorney*, *The E-Myth Accountant*, *The E-Myth Optometrist*, *The E-Myth Chiropractor*, *The E-Myth Financial Advisor*, *The E-Myth Landscape Contractor*, *The E-Myth Architect*, *The E-Myth Real Estate Brokerage*, and soon to be released *The E-Myth Real Estate Investor*, *The E-Myth Insurance Store*, *The E-Myth Dentist* and *The E-Myth Nutritionist*.

Michael and his wife, Luz Delia, live in Carlsbad, California.

Turning Your Biggest Problem into Your Biggest Opportunity



John

Jantsch

Small Business Expert & *Wall Street Journal* Bestselling Author of *Duct Tape Marketing*, *The Referral Engine* & *The Commitment Engine*

John Jantsch has been called the World's Most Practical Small Business Expert for consistently delivering real-world, proven small business marketing ideas and strategies.

John Jantsch is a marketing consultant, speaker and bestselling author of *Duct Tape Marketing*, *The Commitment Engine* and *The Referral Engine*.

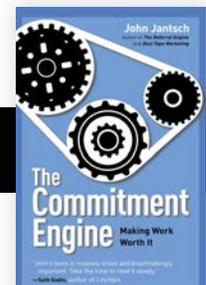
He is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network that trains and licenses small business marketing consultants around the world.

His blog was chosen as a Forbes favorite for marketing and small business and his podcast, a top ten marketing show on iTunes, was called a "must listen" by *Fast Company* magazine.

He is a popular presenter of workshop and webinars for organizations such as Intuit, Verizon, HP, and Citrix.

His practical take on small business is often cited as a resource in publications such as the *Wall St. Journal*, *New York Times*, and *CNNMoney*.

How to Build a Turn-key Marketing System



Jonathan Fields

Award-Winning Author, Entrepreneur, & Founder of The Good Life Project

Jonathan Fields is an author, entrepreneur and speaker on a mission to help individuals and organizations cultivate the personal practices, workflow adaptations and environmental/cultural shifts needed to become more agile, creative and innovative and embrace action in the face of uncertainty with a greater sense of ease.

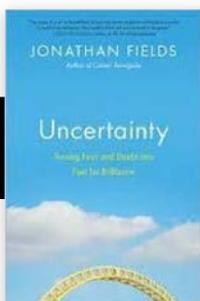
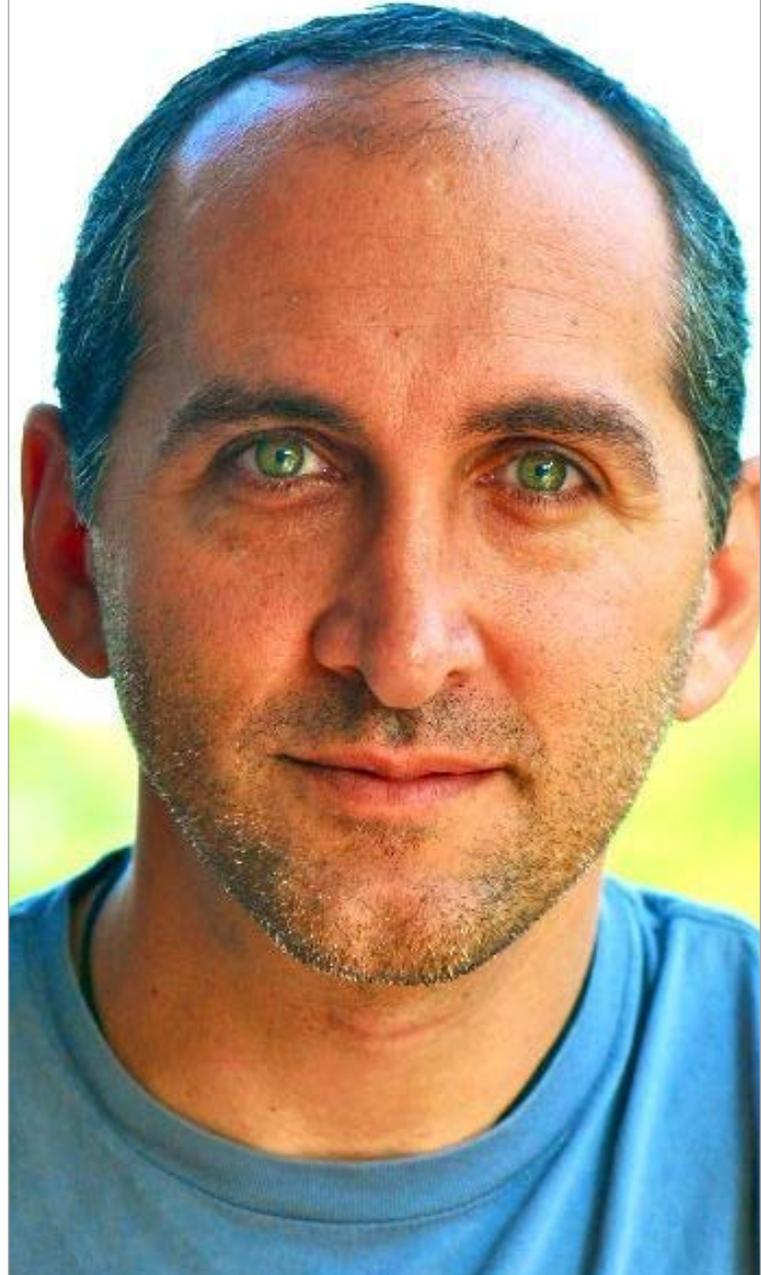
A former NYC mega-firm/SEC lawyer turned serial-entrepreneur, Fields founded two cutting-edge boutique lifestyle/fitness facilities – Sedona Private Fitness and Sonic Yoga – the latter in the shadow of 9-11 in Hell's Kitchen, NY. He quickly grew both into industry-leading businesses, generating international media-attention and raising the bar for business, marketing and programming trends. He eventually sold both companies to focus on writing, training and speaking...and being a strongly present dad and husband.

His first book, *Career Renegade: How to Make a Great Living Doing What You Love*, was named a Top 10 Small Business Book by *Small Business Trends* and a Top 5 Summer Read by MSNBC's *Your Business*.

Fields' second book, *Uncertainty: Turning Fear and Doubt Into Fuel for Brilliance*, has generated extraordinary praise from the likes of Zappos' Tony Hsieh, Dan Pink, Gretchen Rubin, Steve Pressfield and dozens of other leaders in the worlds of creativity, innovation, entrepreneurship and leadership. Its in-depth, provocative, and highly-practical approach to embracing uncertainty as a catalyst for innovation delivers the perfect message and set of tools for our times. And, 800-CEO-READ named *Uncertainty* the #1 Personal Development book of 2011.

Fields is regularly featured as an expert in the media, including *The New York Times*, *Wall Street Journal*, *BusinessWeek*, *FastCompany*, *Inc.com*, *Entrepreneur*, *USA Today*, *Reuters*, *People*, *CNBC*, *FoxBusiness*, *CBS Radio*, *Vogue*, *Elle*, *How*, *Self*, *Fitness*, *People*, *O* magazine and thousands of websites. *BusinessWeek* named him one of the 20 people every entrepreneur needs to follow on twitter (@jonathanfields).

When not writing, speaking or building something, you can usually find him dancing around his living room with his wife and daughter...and writing in the third person.



The Business of Belonging

Stephen Shapiro

Innovation Consultant, Speaker & Author of *Personality Poker* & *Best Practices Are Stupid*



Stephen Shapiro is one of the foremost authorities on innovation culture, collaboration, and open innovation.

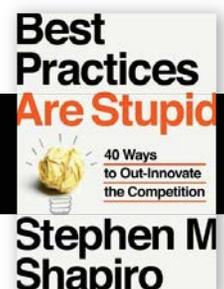
During the past twenty years, his message to hundreds of thousands of people in over 40 countries around the world has focused on how to enable innovation by bringing together divergent points of view in an efficient manner.

Over the years, Stephen Shapiro has shared his innovative philosophy in books such as *24/7 Innovation*, *The Little Book of BIG Innovation Ideas* and *Goal-Free Living*. He led a 20,000 person process and innovation practice during his 15 year tenure with Accenture. And his *Personality Poker*[®] system has been used by more than 50,000 people around the world to create high-performing innovation teams.

His latest book, *Best Practices Are Stupid: 40 Ways to Out Innovate the Competition*, has been featured on *ABC News*, *CBS Interactive's BNET*, *Southwest Airline's Spirit Magazine*, *Investor's Business Daily*, and more. It was selected as the best innovation and creativity book of 2011 by 800-CEO-READ. And it is an international #1 bestselling business book.

His work has been featured in *Newsweek*, *Entrepreneur Magazine*, *O-The Oprah Magazine*, *The Wall Street Journal*, and *The New York Times*. His clients include Nike, Microsoft, Staples, GE, NASA, BP, Johnson & Johnson, The United States Air Force, Fidelity Investments, Pearson Education, Nestlé, and Bristol-Myers Squibb.

Innovate the Way You Innovate: Instilling a Pervasive Culture of Innovation



Mitch Joel

President of Twist Image & Bestselling Author of
Six Pixels of Separation & *Ctrl Alt Delete*

Mitch Joel is President of Twist Image – one of the largest independent Digital Marketing agencies in North America. *Marketing Magazine* dubbed him the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." Mitch is a past Chairman of the Board of Directors of the Canadian Marketing Association and a former Board Member of the Interactive Advertising Bureau of Canada.

Mitch speaks frequently to diverse groups like Wal-Mart, Starbucks, Nestle, Procter and Gamble, Unilever and has shared the stage with former President of the United States, Bill Clinton, Sir Richard Branson, Malcolm Gladwell, Anthony Robbins, Tom Peters and Dr. Phil.

Mitch is a regular columnist for the *Harvard Business Review*, *The Huffington Post* and other magazines and newspapers. His first book, *Six Pixels of Separation*, named after his successful Blog and Podcast is a business and marketing bestseller. His latest book, *Ctrl Alt Delete* was released in May 2013.



**Ctrl
Alt
Delete**

Reboot Your
Business.
Reboot Your Life.
Your Future
Depends On It.

Mitch Joel
President of Twist Image
Author of *Six Pixels of Separation*

Ctrl Alt Delete - Reboot Your Small Business... Your Future Depends On It

General PASS | \$349 plus HST

This investment will give you access to an unparalleled gathering of small business gurus with seating available on a first come, first seated basis.

Includes:

- **Redefining Success: Still Making Mistakes**

W. Brett Wilson



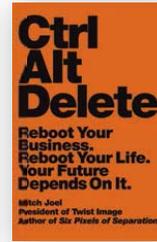
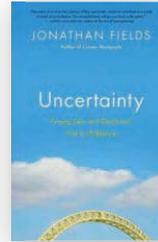
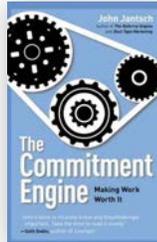
BUY 2 PASSES - GET 1 FREE

VIP PASS | \$549 plus HST

Experience The Art of Small Business 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.

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:
 - › **The Commitment Engine** - John Jantsch
 - › **Uncertainty** - Jonathan Fields
 - › **Ctrl Alt Delete** - Mitch Joel
 - › **Redefining Success: Still Making Mistakes** - W. Brett Wilson



BUY 2 PASSES - GET 1 FREE

Group SEATING

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.



Registration Form

October 21st, 2013 | 9:00AM – 5:00PM

METRO TORONTO CONVENTION CENTRE - JOHN BASSETT THEATRE

Contact Name _____

Title _____ Company _____

Address _____ City _____

Province/State _____ Postal/Zip Code _____ Country _____

Email _____ Telephone _____

ADDITIONAL ATTENDEE NAMES

EMAIL

1. _____

2. _____

3. _____

4. _____

5. _____

PRICING

BUY 2 GET 1 FREE

General Pass(es) \$349 ea _____ **x** Pass(es) = _____ HST (13%) = _____

VIP Pass(es) \$549 ea _____ **x** Pass(es) = _____ **TOTAL** = _____

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Cheque* or Money Order* VISA Mastercard American Express

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