

## Release The Full Potential Of Your Brand

The Blake Project offers Seminars, Workshops and Keynote Speeches on branding with some of the world's foremost authorities on the subject. Described as "Insightful and Dynamic" these interactive engagements are designed to educate and empower audiences to release the full potential of the brands they manage.

Around the world we have earned accolades from top executives, brand managers and marketing professionals by delivering brand education expertise that truly resonates – moving people to understand and react.





**Featured Speakers:**

Brad VanAuken  
Eric Schulz  
Laurance S. Liebson

# Brand Education Topics

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**Brad VanAuken**

*Speaker, Educator, Workshop Facilitator and Consultant*

- **Brand Identity and Architecture Workshop**
- **40 Most Common Brand Problems**
- **Innovative Marketing Techniques that Work**
- **Creating Brand Insistence**
- **Brand Positioning Workshop**
- **The 16 Most Important Things You Need to Know About Building Winning Brands**
- **Developing the Brand Building Organization**
- **Customer Touchpoint Design Workshop**
- **Measuring and Managing Brand Equity**
- **Branding Implications of Mergers and Acquisitions**
- **Sales Support: Helping Your Organization Meet or Exceed its Revenue Goals**
- **Brands, People & Organizational Vitality**
- **The Future of Branding**
- **Mastering Brand Planning**
- **Branding.Com: Brand Building on the Internet**
- **Geo-Branding**
- **Fashion Branding**
- **Brand Research: Cracking the Customer Code**
- **Branding and Social Responsibility**
- **Entrepreneurial and Technology-based Enterprises: Strategies, Structures and Processes for Growth**
- **Brand Leadership Workshop**



## **Brad's Topic Summary's:**

### **Brand Identity and Architecture Workshop**

This workshop focuses on the design of a brand's structure, architecture or family tree. Learn the different types of relationships that can exist between brands and sub-brands and when sub-brands are necessary and when they are not. We address ingredient branding, co-branding and brand endorsement. The workshop also provides information on all of the most important brand identity components – name, logo, tagline, etc. We highlight the different types of names that can be created and used and the situations for which they are most appropriate. And discuss the importance of color in a brand identity system and the meanings associated with different colors. Finally, we share ways to ensure consistency in brand presentation across communication vehicles (through brand identity guidelines, systems and processes).

### **40 Most Common Brand Problems**

This workshop identifies the 40 most common brand management issues that organizations encounter and addresses how they might be resolved. The issues range from organizational governance issues to brand identity issues. This workshop is based upon the experience of hundreds of organizations. It offers practical, common sense solutions to the problems that most often plague otherwise potentially successful brands.

### **Innovative Marketing Techniques that Work**

Learn about 60+ innovative marketing techniques that have been highly successful for other organizations. This workshop will be conducted as an interactive exercise/game in which members of the audience pick an image in a matrix and a story is told about how one or more companies have used the corresponding technique to achieve their marketing objectives. At the end of this exercise, you will have the opportunity to generate and share additional innovative marketing techniques.

This workshop will help you to think creatively and broadly about how to market your brand(s). You will leave with specific techniques that you can use to market your brands.

## **Creating Brand Insistence**

Brad VanAuken has developed and tested a very powerful and proprietary system of brand equity measurement and management across numerous organizations and industries over the past ten years. The system measures the drivers of customer brand insistence: awareness, relevant differentiation, value, accessibility and emotional connection. He will show you how these drivers interact to achieve the intended result -- highly loyal customers. Learn how to drive your intended audiences from awareness of your brand to insistence upon your brand. Numerous brand and industry examples will be used throughout the workshop.

## **Brand Positioning Workshop**

This is a hands-on workshop in which you will learn how to position your brand(s) for optimal success in the marketplace. The workshop includes a number of exercises which will help you learn how to develop the following components of your brand positions:

- Target audience/market
- Competitive frame of reference
- Differentiating brand benefits
- Brand essence
- Brand promise
- Brand personality

Much time will be devoted to talking about how to identify benefits that are believable, unique and compelling. With the help of Tutor functional, emotional, experiential and self-expressive benefits will be explored. The Tutor will review research techniques that identify customer values, needs and motivations. By the conclusion of this workshop, you will understand the importance of brand positioning. You will also be able to identify the most important components of brand positioning. Finally, you will have the knowledge to position your brand(s) for maximum success in the market place.

## **The 16 Most Important Things You Need to Know About Building Winning Brands**

This is Brad VanAuken's most popular speech and seminar. Drawing from extensive research and 20-plus years of experience in building winning brands, Brad will provide examples of the most important actions you can take to maximize your brand's vitality and power. An overview of the 16 the most important things to know about building winning brands, includes multiple examples of each.

## **Developing the Brand Building Organization**

Recent research shows that one of the key differentiating characteristics of organizations with leading brands is that the organization and its culture reinforce the brand promise. The intent of this workshop is to help you achieve this in your organization.

Do you have problems with any of the following in your organization?

- Senior management is not focused on the brand. It is difficult to garner their support and resources over time.
- The organization is highly fragmented and resistant to change.
- People are focused on their functional silos. There is no cross-functional support of the brand.
- The organization's culture does not reinforce the brand.
- The organization's operations and systems do not support the brand.
- The brand message is only one of many among all the corporate rate messages.

This practical, hands-on workshop starts with a checklist to help you assess how well you are doing at developing a brand building organization. The checklist covers activities from internal communication and training to senior management support and business process design. You then go over each area in detail, learning specific techniques, brainstorming new ones and sharing successes and failures with one another. You will be given an opportunity to develop an action plan for your organization.

## **Customer Touchpoint Design Workshop**

Bring the brand promise to life at key customer touchpoints. On the first day, participants will identify a huge volume of customer touchpoints and brand proof points at those touchpoints. At the end of the day, they will identify the touchpoints and proof points with the most potential. On the second half day, the marketing or leadership team will identify the most powerful and cost-effective touchpoints and proof points to pursue.

## **Measuring and Managing Brand Equity**

Based upon Brad VanAuken's proprietary Customer BrandInsistence™ model, this seminar helps organizations learn how to measure, manage and build their brands' equities.

## **Branding Implications of Mergers and Acquisitions**

In this seminar, Brad VanAuken will cover all of the most common branding issues created by mergers and acquisitions together with the best ways to address/resolve those issues. He will cover everything from merging disparate cultures to brand identity and architecture implications.

## **Sales Support: Helping Your Organization Meet or Exceed its Revenue Goals**

While marketers tend to look forward to developing 'breakthrough' advertising campaigns and other similarly stimulating activities, often they are appreciated most by their organizations when they are able to assist the sales force in generating new revenues for those organizations. This workshop will familiarize marketers with the activities that they can pursue to help their organizations generate additional sales more quickly. We will touch on everything from trade shows and sales lead generation to customer testimonials and direct mail support. The emphasis will be on those tactics that have proven to help increase sales across a wide range of industries.

## **Brands, People & Organizational Vitality**

Brands and people are an organization's most valuable assets. Learn about how an organization can manage its brands and people in an integrated way to maximize its success. Discover how organizations can communicate with and educate their employees about their brands' strategies and positions. Discover how through customer touch point management organizations can make their brands' promises and personalities come to life at each customer touch point. Learn about specific techniques to achieve each of the following:

- Encourage organization leaders to become brand champions
- Turn employees into brand champions
- Drive brand management principles throughout large, decentralized organizations
- Insure brand identity consistency throughout an enterprise.

## **The Future of Branding**

In this seminar, Brad VanAuken will briefly cover the history of branding before he highlights long-term, current and emerging trends in brand management and marketing. He will then present future likely scenarios in branding. This seminar, while shorter in length, will foster much thinking and discussion. He will end the session with a series of questions that will help you assess these trends as they relate to your business.

## **Mastering Brand Planning**

In this seminar, Brad VanAuken will walk you through common brand management goals, objectives and metrics. He will also present over 50 generic strategies and tactics that can help you meet those objectives. Finally, he will help you begin to craft a brand plan for your brand or organization. You will receive a marketing objective/tactic matrix and other useful planning templates.

## **Branding.Com: Brand Building on the Internet**

In this presentation, Brad VanAuken will highlight the approaches and techniques that organizations can use to build strong brands online. Numerous examples are explored of how to use web sites, e-mail, blogs and a variety of other online approaches to reinforce each of the following five drivers of customer brand insistence: awareness, relevant differentiation, value, accessibility and emotional connection. He will also cover online community building. This presentation will be of interest to marketers, brand managers, web masters and especially e-marketing professionals. Audiences come away with a solid understanding of how to use the Internet for brand building.

## **Geo-Branding**

What does it take for a municipality, state, province, country or other geographic region to brand and market itself to residents, businesses, tourists, conventions and sports tournaments? A lot. Learn about the most important considerations and pitfalls in branding and marketing geographic regions to each of these target audiences. Learn how to view options and decisions from the customer's perspective. Understand what makes a region compelling to these target markets. Understand the importance of choosing the most advantageous geographic boundaries and defining the most advantageous competitive frames of reference. Learn how to create the most powerful unique value proposition to become a 'category of one' geo-brand. Learn a process to build branding consensus among a diverse set of regional stakeholders. Understand the importance of aesthetics, politics, policy and 'country of origin' associations on geo-brands.

## **Fashion Branding**

What does it take to build global fashion brands? This workshop applies the concepts of branding to the fashion industry. It covers all of the basics of brand management and marketing as they relate to the fashion industry. It also covers a number of topics specific to fashion brands: image creation, designers, designer labels, merchandising, retail as a stage set, flagship stores, the 'country of origin' effect, brand hijacking and more.

## **Brand Research: Cracking the Customer Code**

Learn ways to gain deep insight into your customers' values, needs, attitudes, motivations and behaviors. This seminar will provide brand managers and other marketing managers a thorough understanding of the types of research available to create, build and leverage strong brands. It will also provide them with an understanding of the brand components that it would be most beneficial for them to measure and manage. It also covers basic research concepts and terminology so that the marketing or brand manager will be able to talk intelligently with marketing research professionals. The workshop covers over 20 different methodologies and is organized by the following: building brands, managing brands and leveraging brands.

## **Branding and Social Responsibility**

Should companies have responsibility to anyone other than their shareholders? Is it right to trigger people's deepest fears to sell them things? Is it a company's role to sell people what is good for them rather than what they desire? Does the public reward companies that do good? How important is it for a brand to be trusted and admired and respected? How should the social and environmental consequences of a company's actions be addressed? Can brands that lack integrity survive in the long-term? Can brands get away with saying one thing but doing another? What happens if a brand does not deliver on its promise? Are there companies that have been extremely successful for having created socially responsible brands? What does it mean to be a socially responsible brand? In what ways can brands be socially responsible? Is cause-related marketing a keystone of socially responsible branding or just a small part of it? What is 'sustainable development' and how does it relate to branding and social responsibility? Is it enough to appear socially responsible or does a brand actually have to be socially responsible? Are people willing to pay a premium for socially responsible brands? To what extent are people boycotting socially irresponsible brands? What are the global trends on this topic?

This presentation will address these and other questions that lie at the intersection of branding and social responsibility. While the questions raised in this talk are more philosophical in nature, the answers will be practical, specific and based on research and real world examples. This talk is intended to stimulate conference participants' thinking and discussion on branding and social responsibility.

## **Entrepreneurial and Technology-based Enterprises: Strategies, Structures and Processes for Growth**

This seminar explores strategies and processes in rapidly growing organizations with the implicit philosophies of growth through internal development of new ideas, products and services. The focus of this seminar is directed toward more fully understanding the distinguishing characteristics of more successful enterprises that allow them to move beyond their competitors in growth, profit and return on investment. This seminar advances a methodology that marries entrepreneurial intuition with data and a systematic analysis directed toward formulating sound growth strategies. It presents many of the emergent findings and general “laws of the marketplace”, which yields a checklist of operating conditions that have a favorable impact on business performance.

## **Brand Leadership Workshop**

What does it mean to be a leading brand? What are the benefits of brand leadership? How do brands come to be leaders in their categories? Learn the answers to these questions and many others by studying some of the world's most successful brands. And then apply what you have learned to your own brands.

In this workshop you will learn the most effective sources of brand leadership. We use numerous real world brand examples to illustrate each source of leadership. These examples are taken from many different industries and countries. Workshop participants are given the opportunity to apply what they have learned in individual and team exercises interspersed throughout the workshop.

*\*Learn more about Brad VanAuken at the end of this booklet.*



**Eric Schulz**

*Speaker, Educator, Workshop Facilitator and Consultant*

- **Mission Statements & Operating Charters**
- **Consumer Understanding**
- **Think Marketing**
- **The Pitfalls of Consumer Research**
- **Brand Positioning**
- **Developing New Products**
- **Pricing Strategies**
- **Product Mix**
- **Powerful Packaging**
- **Merchandising & Distribution**
- **Trade Promotions**
- **Powerful Advertising**
- **The Six Deadly Sins of Advertising**
- **Public Relations**
- **Consumer Promotions**
- **Effective Sports Sponsorships**
- **Leveraging Alliances**
- **Special Events**
- **The Power of Licensing**
- **Meaningful Marketing**
- **The 13 Virtues of Meaningful Marketing**



## Eric's Topic Summary's:

### **Mission Statements & Operating Charters**

Creating a vision of success within the organization. Most businesses today exist in a state of controlled chaos-- time constrained, under stress, with employees carrying tremendous workloads. Here you'll learn the secrets to developing a clear, actionable working mission statement and operating charter to define objectives and responsibilities within an organization, creating a vision and measurable goals leading to success.

### **Consumer Understanding**

Marketing begins and ends with the consumer. To successfully market a product, you first must understand the needs of the buyer. Here we discuss the "My World" Hierarchy and "Seven Life Currencies" to develop a platform for successful consumer understanding.

### **Think Marketing**

Using Stimulus ResponseT to increase productivity and generate great new ideas. There are two ways to generate new ideas. The most popular means is brain draining or the "suck" method of creativity, which assumes that all great ideas already exist in your head and all you have to do is somehow coax them out. For most this is a very short experience. The better way to ideate is Stimulus ResponseT, which surrounds you with a wide and varying range of stimulus and uses your brain as a co-processor to make new connections and develop wonderful new ideas. This secret brainstorming technique has been proven to be five times more effective at developing breakthrough ideas than standard methods. Learn the tactics for creating great brainstorming sessions as well as several proven brainstorming exercises.

### **The Pitfalls of Consumer Research**

Finding strategic consumer insight outside traditional research methods. Traditional market research can only take you so far. To create intellectual competitive advantage, marketers must learn how to develop the discipline of strategic learning in everyday life. This lecture reveals secret consumer learning exercises including Knowledge Mining techniques top marketers teach their marketing personnel to learn things about their consumers that their competition never knows.

## **Brand Positioning**

Developing a relevant yet unexpected strategic positioning. Brand strategy development is the most difficult task marketer's face. Creating a strategic positioning statement defines what your brand will stand for and affects the entire consumer communication effort for your product. You'll learn The ABC's of Strategic Positioning and the secrets to creating a relevant-yet-unexpected brand positioning statement that establishes competitive advantage using the proprietary Passion Point methodology.

## **Developing New Products**

Increasing your chances of new product success. Working on new products is the sexiest job in the marketing world. Here you have the opportunity to experience the exhilaration that the great inventors like Benjamin Franklin, Thomas Edison and others must have felt, bringing new innovations to life. Unfortunately for most, this dream is about as close as they get to nirvana. It is far more likely they will end up feeling like Dr. Frankenstein, with a mutated idea that must be destroyed to save the company bottom line. Learn the secrets to new product development and how to create and write winning product concepts. Find out the hidden pitfalls that befall most new product ideas and how to avoid them.

## **Pricing Strategies**

Maximizing profitability can be a difficult journey. Making money is what it's all about -- but pricing is trickier than it looks. Depending upon the price sensitivity of consumers in the product category, even differences of pennies can drastically affect sales volume and impact the bottom line. The lecturer reveals pricing models designed to optimize profitability, discusses best value pricing, and teaches secrets on how to avoid price wars with your competitors.

## **Product Mix**

Offering the right product mix to consumers. Large companies often dominate a single product category with several products that compete for market share. Here you'll learn how top consumer goods marketers analyze product mix to optimize consumer appeal, build share and neutralize competitors. It demystifies the shrouded world of generics, fighter-brands & premium brands, revealing different strategies to use depending upon your market position. Highlights include segmentation analysis, when product proliferation and line extensions don't work, and how a smart product mix can increase consumption of your product.

## **Powerful Packaging**

Creating differentiation and on-shelf impact. Discusses the hidden truths behind how companies willing to break the paradigm and create unique packaging have developed competitive advantage. Reveals the secrets top companies use to communicate to consumers with packaging copy, points to ponder when developing your graphics, and uncovers the sublime methods used by top companies to increase packaging effectiveness.

## **Merchandising & Distribution**

Putting your product in the right place for consumers. Everything communicates something about your product to consumers, including where they see it being sold. The store environment and how it is merchandised creates a powerful image about your brand in the mind of the consumer -- more powerful than even your advertising message. Learn merchandising secrets and distribution strategy tips ranging from ubiquity to exclusivity; channel strategies, blocking strategies, and secrets to standing out on the store shelf.

## **Trade Promotions**

What you can do besides paying feature, display, and slotting allowances. Many retailers won't execute in-store promotions anymore -- but it can be done if you know the right buttons to push! Learn how to use the Robison-Pattman Act for your benefit and the secrets to maximizing return on investment for in-store merchandising. Discusses how to develop account-specific promotions; third-party promotions, and methods top companies use to beat the system when it comes to slotting allowances and new product introductions.

## **Powerful Advertising**

The keys to getting great results from your ad agency. Developing a good working relationship with an advertising agency - one that fosters a creative environment and consistently produces great work -- is a learned skill. Revelations include the realities of the advertising agency business, agency motivators, and ways you can optimize your chances of success. Learn how to produce an ad campaign that not only looks good, but works.

## **The Six Deadly Sins of Advertising**

Common mistakes to be avoided at all costs. Advertising executions can be delightful, surprising, memorable, touching and humorous and still not sell product. Everyday, millions of dollars is wasted on advertising that doesn't work. Why? The Six Deadly Sins of Advertising are the culmination of an analysis of hundreds of hours or TV ads and thousands of print campaigns that have revealed six secret no-no's that consistently booby-trap campaigns and fail to appeal to consumers. Learn how to avoid these traps!

## **Public Relations**

It's not about finding dancing elephants to wear your brand name on TV. Like a modern day cavalry, PR professionals ride to the rescue in times of trouble to defend the honor and good name of their employer. Many public relations people think that their job is to get their company and product's name in the newspaper or on TV. Wrong. PR has to be integrated with the overall marketing plan and deliver messages strategically aligned to the brand positioning. The Three Incarnations of Public Relations reveal the secrets to great public relations and its place in the overall marketing mix, unveiling the Hollywood model for PR success that can generate mountains of free media exposure!

## **Consumer Promotions**

Create brand personality, competitive advantage AND boost sales. Companies spend big chunks of their annual marketing budgets on consumer promotions. Most think of promotions as a way to get a short-term volume increase and don't spend a lot of time thinking about the long-term implications. This is a BIG mistake. Consumer promotions can be used to effectively create brand personality, build competitive advantage AND stimulate sales, with results that can last long past the promotional window. Learn how to avoid The Four Plagues of Consumer Promotion and how to effectively use Three Ingredients of Greatness to construct great promotions that drive product sales. Revelations also include the proprietary Octopus Planning Matrix for great promotion planning.

## **Effective Sports Sponsorships**

Attaching your name to sports can be expensive stuff. Here's how to make it pay out. Corporations spend millions of dollars each year sponsoring sports -- why? How does it pay out? Most of the time, it doesn't. It's not about putting your name in front of people -- that's old school thinking. Here's an in depth evaluation and discussion of the benefits of sports marketing and the secrets of how to make it work effectively for you -- through strategic linkage to a brand's core consumer benefits. Revelations include The Fallacies of Sports Sponsorship; guidelines to follow when developing your budgets; and a demonstration of the pitfalls of bad sponsorship in the Sports Bloopers and Sponsorship Blunders.

## **Leveraging Alliances**

Making partnerships work for you. Many companies form strategic alliances with properties - from non-profit organizations for cause-related marketing initiatives, to concert tours, TV programs and special events. This chapter discusses the secrets of how to find great alliances and what marketing rights you need to execute effectively. Learn how to dial-in with consumers and borrow the personality and imagery of some of the world's most popular TV shows for your benefit!

## **Special Events**

Secret tactics for getting noticed and standing out in a crowd. At most major events there are swarms of people and sponsors camped out on every square inch of free space competing for consumer attention. This chapter reveals secret strategies developed by Coca-Cola for creating effective and cost efficient presence at special events -- signage, covert tactics, & grassroots efforts. Revelations include The Big Bang Theory for standing out in a crowd, and planning secrets that lead to successful special events.

## **The Power of Licensing**

A bigger opportunity than T-shirts and coffee mugs. The biggest untapped opportunity for many companies is licensing -- through offering your brand to others, or via acquiring the rights to use other's names in association with your products. Learn the secrets of how to effectively use licensing -- leveraging image, creating brand awareness, generating new profit centers & line extensions. Revelations include an in-depth look at how The Walt Disney Company has smartly used licensing to become the best and largest licensing company in the world, things to consider when licensing, and situations where licensing can harm instead of help your business.

## **Meaningful Marketing**

Tactics and strategies for increasing the odds of your marketing success. Shares statistically proven strategies for improving performance.

## **The 13 Virtues of Meaningful Marketing:**

Based on Ben Franklin's 13 Virtues for Improving Performance, this inspirational lecture shares the keys to marketing success.

*\*Learn more about Eric Schulz at the end of this booklet.*



**Laurence S. Liebson**

*Speaker, Educator, Workshop Facilitator and Consultant*

## **Entrepreneurial and Technology-based Enterprises: Strategies, Structures and Processes for Growth**

This seminar explores strategies and processes in rapidly growing organizations with the implicit philosophies of growth through internal development of new ideas, products and services. The focus of this seminar is directed toward more fully understanding the distinguishing characteristics of more successful enterprises that allow them to move beyond their competitors in growth, profit and return on investment. This seminar advances a methodology that marries entrepreneurial intuition with data and a systematic analysis directed toward formulating sound growth strategies. It presents many of the emergent findings and general “laws of the marketplace”, which yields a checklist of operating conditions that have a favorable impact on business performance.

*\*Learn more about Laurence Liebson at the end of this booklet.*

### **Who Should Attend?**

- Marketing Oriented Leaders
- Advertising agency professionals (account executives, partners, etc.)
- Marketing professionals (managers, directors, vice presidents, etc.)
- All professionals involved in brand building

Most workshops are comprised of lecture, group/team and individual exercises. Many of the workshops will include templates and checklists to help you apply these concepts to your brands. We can customize any existing seminar or create new ones to meet your needs.



## Brad VanAuken

Speaker, Educator, Workshop Facilitator and Consultant

Brad VanAuken is Chief Brand Strategist of The Blake Project, a U.S. based brand consultancy. Previously, Brad was director of brand management and marketing for Hallmark Cards, Inc. During his tenure as Hallmark's chief brand advocate, Hallmark rose to 4th in the EquiTrend national quality brand ranking and Hallmark received the Brand Management of the Year award.

Recognized as one of the world's leading experts on brand management and marketing, Brad is a much sought after speaker and writer. A keynote speaker at some 20 major conferences a year, he writes extensively for the business press and academic journals and is quoted in numerous publications. He wrote the books *The Brand Management Checklist* and *Brand Aid*. He is co-author of *Branding Strategy Insider.com*. Brad has a BS degree from Rensselaer Polytechnic Institute and an MBA from Harvard Business School.

### Praise for Brad's Speeches & Workshops:

***"You did it again -- nothing but RAVE reviews from your presentation last Friday! I'm convinced, you could start a whole fan club here!"***

- Dawn V. Borgeest, President & CEO, The Advertising Council of Rochester

***"You are a great speaker, well-informed, enthusiastic and articulate. Many people told me how much they enjoyed your presentation."***

- Monica Madariaga, Conference Consultant, the Marketing forum 2000

***"Thanks so much for your entertaining and enlightening presentation on Friday--everyone I spoke to at breaks had a great time and learned a lot. It's just like Socrates said, 'To educate, you must first entertain.'"***

- Karen Noske, Marketing Coordinator, Hatch-Leonard/Markin-Shaw, Inc.

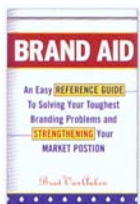
***"Brad, thanks again for all your help and participation in AAA's Marketing & Financial Services Conference. I continue to get rave reviews on your workshops."***

- Karen Pelczar, Manager, Marketing Strategy & Branding, AAA

***"On behalf of all of the participants of the 2 days seminar 'Building The Winning Brand' I would like to express our sincere gratitude for your superb presentations. We received a great response!"***

- Maria Khokhlova, Master Brand, Moscow

### Published Books:





## Eric Schulz

Speaker, Educator, Workshop Facilitator and Consultant

Eric Schulz is regarded as one of the world's most innovative and creative marketing minds, a master at meshing brand strategies with consumer understanding to produce programs that drive consumer purchase. He honed his

skills through a decades work in brand management at three of the world's top consumer products companies - Procter & Gamble, The Walt Disney Studios, and The Coca-Cola Company. A sampling of products on which he has worked include household staples such as Folgers, Minute Maid, Duncan Hines, Hawaiian Punch, Disney Home Video, Coca-Cola classic and others.

Part of Eric's success stems from his varied professional background. Besides his work in packaged goods, he possesses extensive experience in professional sports and live entertainment marketing. He is currently Vice-President of Marketing for the Utah Jazz of the National Basketball Association, and in 2001 launched the XFL Football League. Eric was the mastermind behind the largest marketing initiative in world history while at Coca-Cola, their global sponsorship of the 1996 Summer Olympic Games which was executed in over 150 countries at a cost exceeding \$250 million. He also has worked in professional baseball; auto racing; and with Special Olympics, International. In live entertainment, he has developed marketing programs for Ringling Bros. & Barnum and Bailey, Disney On Ice, and Las Vegas productions.

Eric has consulted for Ford Motor Company, Purina, eBay, Viacom Media and other top companies. His expertise is rooted in a grassroots, small-town mentality meshed with street-smart, big-picture understanding. He grew up in the farmlands of Utah while his father worked in a steel mill and mother made draperies. He worked at McDonald's while in high school, and put himself through college laboring part time at a Kmart store. This hands-on real world experience provides him with an acute consumer understanding that is rarely found in the professional marketing world. In 1998 he penned a marketing strategy book entitled "The Marketing Game, How The World's Best Companies Play To Win", which has been used as a teaching text at many of the top business schools in the world. Eric currently teaches an Executive MBA course in Product and Brand Management at the University of Utah. A dynamic speaker and presenter, he has earned the top student ranking of professors at the school.



## Praise for Eric's Speeches & Workshops:

***"Eric's down-to-earth and let-me-show-you-how-you-can-do-it approach was inspirational! He helped me to see how a small to medium size business owner like me can apply and use the principles of the big corporations. I enjoyed the many examples of what works, and even more importantly, what doesn't work in today's business environment."***

- Bart Connor, (Oklahoma City, Oklahoma), Olympic Gold Medalist

***"Eric's insight takes you back to the inescapable, fundamental truths that helps babies sell tires and frogs sell beer-- that a sound consumer-driven strategy coupled with inspired execution are what it takes to make a brand and its sales snap, crackle and pop."***

- Sergei Kuharsky, (New York, New York), Sr. Vice President, Viacom Med

***"The former Procter & Gamble, Walt Disney and Coca-Cola exec has geared his lectures to those in the marketing trenches in need of practical information for going out and implementing programs, in contrast to the more anecdotal or abstract marketing concepts emanating from CEOs and academics."***

- Christine Cusick (Sydney, Australia), Director, IMG Sports

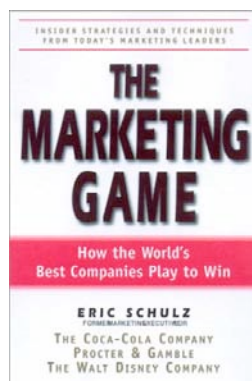
***"Eric's lecture is a wonderful, no-nonsense, no-frills, unpretentious, down-to-earth approach on the nuts and bolts of marketing, which can be consulted by both beginners and seasoned marketers. Eric's presentation is done in an easily accessible style, without resorting to technical jargons, academese, or hot air."***

- Amy Griggs, (Denver, Colorado), Director, Public Relations & Marketing

***"Schulz really does know his business and he outlines a blueprint for marketing success for the small entrepreneur or large business. As he points out, the product or scope of the promotion may differ, but the principles remain the same."***

- Reed Bergman (New York, New York), President, Playbook, Inc (Sports Management Firm)

## Published Book:





## Laurence S. Liebson

Speaker, Educator, Workshop Facilitator and Consultant

Laurence S. Liebson has consistently orchestrated the creation and introduction of new products, markets, solutions and businesses that grew rapidly and established leadership positions in their markets (semiconductor, electronics, software, telecommunications, automotive, aerospace, printing and publishing). Previously, he founded two high-tech companies (Xylogics, Inc. and Xyvision, Inc.) with world-wide operations that grew rapidly and were NASDAQ-listed. He also served as Vice President and General Manager of Harris Corporation (a Fortune 500 Company). There he lead a management buyout of its Electronic Design Automation Division, renamed Xynetix Design Systems and served as its CEO for four years and Chairman for six years until its acquisition. It is currently a division of Synopsis. Mr. Liebson also has prior work experience at the NASA Electronic Research Center and Bell Laboratories. He holds an MS from Massachusetts Institute of Technology, where he was an M.I.T. Sloan Fellow, has done graduate work at Harvard University in the Division of Engineering and Applied Physics, and has a BS in engineering with an emphasis on computer science. He serves and has served on more than a dozen private and public company Board of Directors.



**For availability and booking please call:  
Derrick Daye, Managing Partner  
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