



Mary Charleson

Keynotes, Presentations & Workshops

tel: 604.990.1516 / cel: 604.720.5607 / mary@charleson.ca
www.charleson.ca - view demo & media coverage



CHARLESON
COMMUNICATIONS

From Mars to Venus: Why Every Business Needs to Connect with Women and How to do it Intelligently

Women buy or influence the purchase of 85% or more of what is sold. Yet research reveals that women's satisfaction level with many industries is well below 50%. Using research, personal experience and interviews with both industry experts and women on the streets of Vancouver, this presentation shows you the top 11 things you need to know to reach this very important consumer group. This presentation will look at advertising and business examples - and give you insights you can put to work immediately. And when you market intelligently to women, you also sell more to men! This presentation can be specialized for special interest groups such as Moms, baby boomer women or specific industries such as financial and investment services, health and fitness, and many other industries. Call to discuss your needs.

How to Position Your Brand for Success and Profit with a Conscience

Environmental and social responsibility issues are definitely on the conscience of Canadian consumers. With recent research conducted across Canada, Mary Charleson will present the current pulse of Canadians on this issue. And as she reveals, there are societal and demographic forces at work to ensure that this issue is no short-lived trend. Mary will punctuate this presentation with case examples where a social and environmental strategy has been instrumental in the brand's success and she will look at practical insights on how to execute a social responsibility strategy in your business.

Marketing for Small Business: How to Use Your Precious Budget Wisely

Small independent businesses and organizations face a unique challenge: how to use limited advertising funds in an effective manner. Advertising isn't cheap and with ever increasing options available, many small businesses spend what little budget they have on ineffective media choices. This presentation addresses your marketing plan, creative strategy and takes an in depth look at media choices and shows you how to set objectives and use your funds wisely. Options for print, radio, TV, directories, direct mail, e-marketing and public relations will be explored with emphasis on small business needs.

About Mary:

Mary Charleson is President of Charleson Communications, a consulting company specializing in marketing research, strategy and advertising development. Mary's career spans over 20 years in media sales, advertising creative development, production, marketing management and research. She established Charleson Communications in 1991. She holds an MBA in marketing, teaches courses in marketing for City University of Seattle, the University of Phoenix, and guest lectures at Capilano College. Since 2002 she has been a marketing columnist for Business in Vancouver. Her writing has also appeared in Strategy Magazine, Marketing Magazine, Marketline, and the Toronto Star. Mary is a member of the Canadian Association of Professional Speakers (CAPS). She is a frequent conference speaker and workshop leader and has been quoted numerous times by print and TV media for her opinions on social strategy and marketing to women.



People are talking!

"One of the best presentations we've ever had. Mary certainly delivered." - *Dianna Hambrook, Manager, Burnaby Board of Trade*

"Mary's Special Interest Group session on Marketing to Women was sold out. BCAMA member feedback was fantastic. She was one of our best speakers this year." - *Evangeline Englezos, BCAMA President 2005/06*

"Mary's presentation Delivering on Your Brand Promise offered insights into social strategy. We were pleased to have her back to speak to our chapter again this year." - *Laura McBride, BCAMA President 2006/07*

"If your business relies on decisions made by women, and it appears most do, then you can't afford to miss the Marketing to Women presentation. One of the most successful and well-attended events this season!" - *Heather Knittel, President BC Chapter Canadian Women in Communication*

"The presentation on Marketing to Women was excellent. Mary conveyed an important message and honoured both men and women, which is sometimes hard to do." - *Maureen Fitzgerald, PhD, LLM, LLB, BComm, Lawyer & President, CenterPoint - Conflict & Collaboration*

"Fabulous! Everyone thoroughly enjoyed the morning presentation." - *Gabrielle Loren, President, SWAN*

"A simple but inspirational message on connecting with women. Engaging, humourous and very informative." - *Lynne Zlotnik Wealth Management*

"Great presentation! Very valuable, complete and informative." - *Shawna Gnutel, Director, YMCA New Ventures Network*

"Lots of relevant examples that could be applied to my business." - *Attendee, 4th Annual Marketing to Moms Conference*

"Your presentation on marketing to baby boomer women was extremely enlightening." - *Avis Sokol, Director, Relationship Marketing, Vancity*