

5-Minute Marketing

inspiration & insight for the time-starved

Whether you are an entrepreneur, come from a small business or corporate background, Mary makes a complex subject simple. Pithy, often irreverent, but never short on actionable detail, information is presented in a compelling and memorable way; through storytelling in short segments on a variety of marketing topics. Mary looks at trends and opportunities to see what industry leaders are doing, and inspires you with actionable marketing ideas that you can put to work right away to boost your business growth. Constantly updated with insights from Mary's popular blog (www.fiveminutemarketing.com), this dynamic audio and video rich presentation can stand alone as a keynote, or be used as part of a whole or half day session to lead off a marketing workshop for your company. We'd be happy to discuss your needs and make a recommendation for your meeting, workshop or keynote.

Here is a sample of marketing vignettes that can be incorporated into your customized program.

- Tracked, targeted and tired: Consumers go private in public as leading marketing trend. What other trends could affect your industry?
- Social media mistakes: Lessons from top global brands.
- Word of mouth, mouse & mobile: Time to spread the word.
- Social media success stories: Going viral for all the right reasons.
- Branding: Make a name for yourself before someone else does.
- Going mobile: Learn from today's leaders. It's your future!
- Disruption: Learn to love it.
- Path to purchase: It has changed. What to do about it.
- Creative wall of fame & wall of shame: Learning from winners & losers.
- Is it time to break the rules? Challenge convention and stand out.
- Bought, earned and owned media: Leveraging your publicity.
- Social media: Embrace the consumer that controls your message.

Mary Charleson

Keynotes, Presentations & Workshops

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Member of the Canadian Association of Professional Speakers



Mary Charleson, MBA is a marketing educator, speaker and strategist. She is president of Charleson Communications, a consulting company she established in 1991. Mary's career spans over 20 years in media sales, advertising development, production, marketing management, research and education. She is the author of *Five-Minute Marketing*, and *Word of Mouth Mouse & Mobile*. Mary delivers keynotes and workshops to help business leaders manage their strategies in an accelerated world. She has taught marketing and lectured at City University of Seattle, NYIT, Capilano University, UBC Sauder School of Business, UCW and Acsenda School of Management. She has been a marketing columnist for Business in Vancouver since 2002. National publications Strategy, Marketing Magazine, Marketline and the Toronto Star have also featured her writing. Mary is a member of the Canadian Association of Professional Speakers and Global Speakers Federation. Her blog, www.fiveminutemarketing.com is recognized industry wide as an authoritative voice and source of insight for the marketing industry.



People are talking!

"One of the best speakers we've ever had. Mary certainly delivered." - *Burnaby Board of Trade*

"A fascinating analysis of how to connect with customers." - *E-Women Network event*

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

"Mary's presentation was sold out. BCAMA member feedback was fantastic. One of our best speakers this year." - *BCAMA*

"A simple but inspirational message on connecting with your target. Engaging and humorous" - *CAPS Vancouver*

"Loved the humour and great ideas about making your story fun and letting others speak for you." - *Roaring Women*

"Lots of practical how-to advice, but the real power is Mary's astute observations." - *StationX (formerly TBWA)*



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