

# Bob Pritchard BSc. CSP. AISMM

## International Marketer of the Year

[bobpritchard.com](http://bobpritchard.com)

### DIFFERENTIATION - THIS YEAR'S MOST POPULAR BUSINESS TOPIC....

By far the most popular topic for Bob this year both when consulting to major corporations or for speech presentations is how companies can differentiate themselves from their competitors. One of the elements of this is leadership—positive, dynamic leadership can define the corporate culture and the brand equity of the company.

It is the equity in the company's brand which defines itself and its competitors. Companies without Brand Equity become commoditized and therefore compete based on price. Once this happens, ROI decreases and the company's competitiveness is reduced. So one of the most important keys to the success of any business...is to **DIFFERENTIATE YOURSELF!!**



### AMERICAN CHAMBER OF COMMERCE

The American Chamber of Commerce Annual Business event was fantastic with Bob presenting for a little over 3 hours. The event was totally sold out with the biggest attendance ever for an AmCham event.

Bob discussed a wide range of issues:

- Changing business environment
- The role of technology in increasing ROI
- "New" media communication
- Leadership and corporate culture
- Brand and brand equity
- Customer service and ROI
- How to motivate your team

*"A great presentation, your passion was compelling, you really motivated the crowd. You are a great speaker—inspiring, informative and entertaining."*

American Chamber of Commerce

### DID YOU KNOW?

That apart from working as a consultant to major corporations such as The Coca-Cola Company, Pfizer Pharmaceuticals, American Express and many others, Bob Pritchard has been the part-owner of a football and basketball team, marketing director for Formula One motor racing, Legends of Tennis (Borg/McEnroe), World Heavyweight Champion Evander Holyfield, Katarina Witt & 18 Olympic Champions on Ice, and Skins golf with Norman and Nicklaus ... giving him lots of great stories...of how business and sport follow the same basic principles!

### SPEECH PRESENTATIONS

Business is not an exciting "edge of the seat" subject like landing on the moon or being a former President, but Bob was really chuffed to get a standing ovation from the American Advertising Federation conference in Houston.

The audience was the "Who's Who" of business executives and marketing and advertising experts. There is no doubt the direct no nonsense approach, focusing on the bottom line and ROI, really is what business, sales and marketing people want to hear.

A Clear Channel senior executive said "*A tremendous presentation. Pritchard's focus is perfect, on the bottom line. The information on why people stop doing business with you is unbelievably relevant. We have circulated this to all senior management, all our marketing team and even many of our customers. It is easy to lose sight of the big picture and marketplace realities.*"



### DEPARTMENT OF SCIENCE AND TRAINING

Bob's presentation to the administrators of Apprenticeship programs across the country was an enormous success.

In addition to the keynote presentation on "**How to Increase Uptake of Apprenticeships among both Employers and Job Seekers**", Bob also evaluated a number of workshops focusing on attracting young people, middle aged and minorities into apprenticeship programs.

*"Inspiring, opened up new avenues which had not previously been canvassed. Logical, practical, instructional and groundbreaking. One of the best presentations we have ever had."*

Gad Levy, Jewish Communal Appeal

### JEWISH COMMUNAL APPEAL

*"Your presentation was educating, inspirational and motivational. It created an enormous urge to make our organisation more effective and efficient amongst the Jewish Community."*

### LEADERSHIP AND WINNING MINDSET

To succeed you have to want to win, you have to believe in your CEO and executives, you need a strong moral compass and a great corporate culture. This is not just words on paper but an attitude that must permeate the whole company. Bob received a phenomenal testimonial recently from the world's biggest engineering company, Skanska (40,000 employees), for my presentation "*Developing a Winning Mindset*".

### FABULOUS AT 50, STILL SEXY AT 60!

This highly motivational fun book is one Bob is writing with 1960's rock legend, Dinah Lee. This is a total departure from his usual business tomes and inspires the over 50s to really live, get up the confidence and go for it. Released prior to Christmas for the Baby Boomers!



### PREVIOUS INTERNATIONAL MARKETER OF THE YEAR WINNERS

Bob was privileged to win this award in 1999. Others who have received the award are Jeff Bezos (Amazon); Andrew Oh (LG Group); Kenneth Strottman (Strottman); Steve Jobs (Apple), and Jorma Ollila (Nokia).

### KICK ASS MARKETING .. NOW TO BE RELEASED AS A BOOK

This **8 CD set** has been a huge success over the past two years and copies have been sold into almost every country in the world. Due to requests, this 9 hour "**business degree on tape**" has now been updated and will soon be available worldwide as a book. We will keep you advised on the release date!



**"Tell me and I forget. Teach me and I remember. Involve me and I learn".**

Benjamin Franklin 1706-1790

### BOOKINGS, AVAILABILITIES ETC.

If you are looking for experts to help with your business, are considering a marketer for your board, require a speaker or just need some advice, give us a call on **1-818-346-0005** in Los Angeles if you are in the US or Europe, and **61-2-9380 2557** if you are in Australia, New Zealand or Asia. Or you can always get us on our email, [bob@bobpritchard.com](mailto:bob@bobpritchard.com).



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