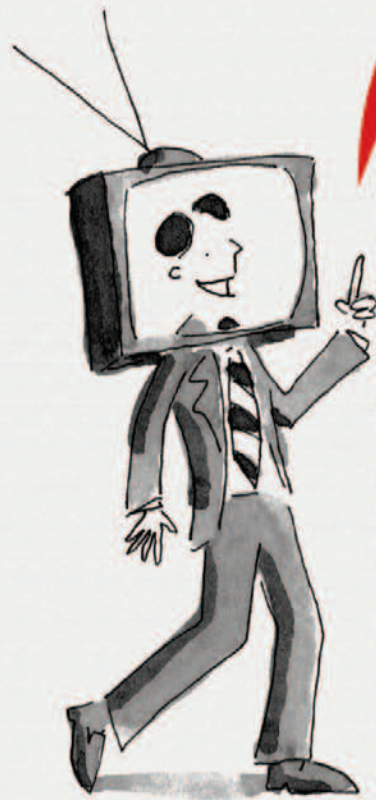


Brought to you by:



'MARKETOONIST'
IN THE
MIDDLE EAST!



**"INNOVATION WORTH SHARING:
BEYOND NEW AND IMPROVED"**

BY TOM FISHBURNE
'The Marketoonist'

Venue: The Turf Club, Meydan Grand Stand,
Meydan Hotel, Dubai, UAE.

Date: 27th to 28th November 2012



RATIONALE:

Every year brings a **staggering** amount of new product introductions, yet most are not very different from what is already in the market. **The world doesn't need yet another me-too new product.** No wonder new product failure rates are higher than **90%**. Marketing spend can no longer save a mediocre brand.

The goal of the workshop is to inspire participants to create **innovation with a meaningful point of difference.**

Over two days, we will use cartoons, visual storytelling, interactive exercises, and thought-provoking case studies to learn to create **killer ideas** and **overcome idea killers.**



WHO SHOULD ATTEND...

- People in any part of a business that interact with or 'touch' a product or service and bring it to life for the consumer.
- People those companies and teams that are **striving to differentiate themselves in a crowded and competitive marketplace.**
- Anyone who actively seeks out innovation in every aspect of their lives - whether personal or professional.

This program will help YOU find new ways to establish a **sustainable competitive advantage**



WHY YOU SHOULD ATTEND...

Key Learning Benefits of attending this workshop are:

1. Learn how to **create ideas** with a meaningful point of difference
2. Learn how to **inspire others with the purpose of your ideas**
3. Learn how to bring **ideas to life** with a diverse team
4. Learn how to **overcome idea killers**
5. Learn how to **tell a compelling innovation story**

DAY 1 FROM THE START

"CREATING KILLER IDEAS"

Learning Objective:

There has never been a better time for marketers with a story to share. Yet most innovation is not worth sharing. In the first day, we will understand the characteristics of remarkable innovation and what counts as a meaningful point of difference.

The most remarkable innovation starts with an inspired purpose, a narrow target audience, and intelligent naiveté that challenges the status quo. Together we will develop ideas which impact beyond features and benefits.

Modules:

1. **What Makes A Killer Idea:** Characteristics of a meaningful point of difference and the causes of mediocre innovation
2. **Starting With Purpose:** Importance of answering the 'why' and not just the features and benefits
3. **Finding Your Niche:** Importance of a focused target market
4. **Breaking The Rules Of The Category:** Importance of intelligent naiveté and questioning the status quo
5. **Making Your Users Awesome:** Impact of innovation on your consumers
6. **Communicating Without Camouflaging:** Limitations of Power Point

Homework

BRING ONE OR TWO PRODUCT IDEAS AND WE'LL TAKE THOSE TO THE NEXT LEVEL!!



DAY 2 AFTER THE BRAINSTORM

"OVERCOMING IDEA KILLERS TO BRING IDEAS TO LIFE"

Learning Objective:

The creative process shouldn't end after the brainstorm, yet ideas are often watered down in the process of bringing them to life. In the second day, we will discuss how to bring ideas to life and overcome idea killers, which takes the collective effort of all functional areas that touch a product.

Modules:

1. **What Are The Idea Killers:** Challenges that get in the way to bringing an idea to life
2. **David Within Goliath:** Challenger brand thinking and standing up for the idea
3. **We All Work In Marketing:** Different ways to work with cross-functional teams to manage ideas
4. **The Abominable "No" Men:** The ways to overcome the objections of gatekeepers
5. **The Last Mile:** The power of hidden allies in launching an idea
6. **Always In Beta:** An agile development approach to innovation
7. **Telling The Story:** Lesson on the power of storytelling for innovation
8. **Inspiring Social Media:** Lesson on how innovation can inspire social media



"EVERYONE IN THE COMPANY WORKS IN MARKETING!"



WHO IS THE 'MARKETOONIST'?



**"I DRAW CARTOONS
INSPIRED BY MY
BUSINESS LIFE."**

Tom Fishburne started drawing cartoons on the back of business cases as a student at Harvard Business School. Fishburne's cartoons have grown by word of mouth to reach 100,000 marketers every week and have been featured by the Wall Street Journal, Fast Company, Forbes and the New York Times.

Fishburne draws from 16 years in the marketing and innovation trenches in the US and Europe, most recently as a VP at Method Products, named "the 16th most innovative company in the world" by Fast Company.

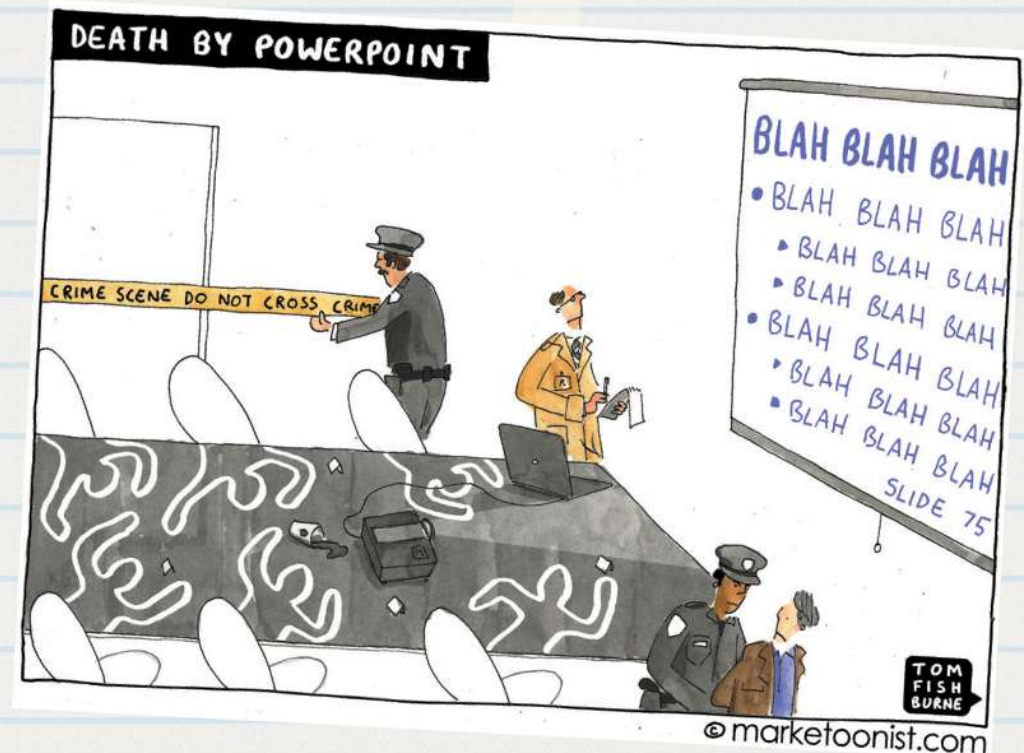
Fishburne is the founder and CEO of Marketoon Studio, a cartoon studio that develops visual content marketing, websites and interactive campaigns for businesses such as Unilever, Nestle, Electronic Art, O2, General Mills, Kro-nos, and the Wall Street Journal.

What propels Fishburne's cartoons is a belief that business is the single great agent of change. He believes that David can triumph over Goliath, and that organizations don't have to be small to think like David. Fishburne champions remarkable innovation as the process of bringing ideas to life without a thousand cuts and that the creative process shouldn't end after the brainstorm. He advocates that marketing starts from within, and that social media starts with a social mission.

Fishburne writes, consults, and speaks about business creativity, innovation, and marketing using cartoons and case studies to help tell the story. His talk at South-by-Southwest was named the third best of the conference out of 500. Fishburne delivers his message with a unique blend of humor and insight.



**"IF A PICTURE TELLS A THOU-
SAND WORDS, A CARTOON
TELLS A THOUSAND BORING
POWER POINT SLIDES".**



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"He brought down the house! His cartoons not only engaged and amused, but landed important lessons that stuck with people long after the day was done."

Jennifer Nelson, Johnson & Johnson

"...struck a chord among the eclectic mix of software developers, marketers, artists, PR pros and others attending." **South-by-Southwest**

"...through the use of insightful, clever cartoons, Tom showed that being a challenger is a taste of mind, not a state of market. His engaging style coupled with real life practical experience made for a truly inspirational dialogue."

Patricia Erb, Nestle Purina PetCare

"...to sum up in a word, it was inspiring"

Phil Edelston, Dylan



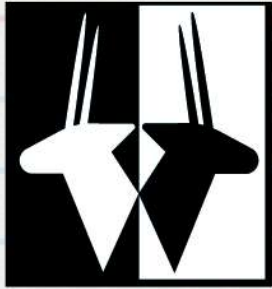
"His humor combined with real-life examples resonated with the audience, despite the fact that we had scientists and researchers as well as management and marketing executives..."

GOED

"...we chose to have him as our keynote speaker at Think Branding (our annual thought leadership event for brand marketers) as we loved his work and thought he would be excellent at conveying our message about how to engage with consumers when building brands online... Tom was one of our highest rated speakers, he not only delighted and engaged our audience, but also left them with insightful and clear takeaways that they could apply to their business... Besides his strong content, Tom was an absolute pleasure to work with - he was very thoughtful about building his content, worked closely with us on developing a story and went above and beyond letting us use his marketoons. I and the rest of the Think team (at Google) cannot recommend Tom enough."

Sarah Neels, Google Inc.

ABOUT THE COMPANY



**TRAINING
HOTLINE**

Training Hotline is a Training & Development company based in Dubai Knowledge Village with a unique philosophy and approach.

Our vision is to help bring balance & order to those organizations & teams that find themselves in need of a bit of both... either because their people need new competencies to ensure the survival of the organization in a competitive marketplace, or because the company is entering in to new areas of business that require a different skill set than in the past.

We are a Training Hotline - which means we LISTEN to our clients, and then respond to their stated & unstated needs through cutting edge custom-built programs that are designed to really move the needle, whether it be in the area of Company Culture modification, Vision & Values roll-outs, Sales & Marketing training, Soft-Skills training or other areas.

Operating across Africa, Middle East & Asia, we focus on providing unique training & development opportunities through a roster of powerful & innovative speakers and trainers, as well as building an accredited vocational training program to address growing needs in the region.

"PAY IT FORWARD!"

"No one has ever become poor by giving" -Anne Frank

Every person and company that participates in a Training Hotline event is "paying it forward!". We pledge 5% of our profit to the charities listed below. We leave the choice to YOU. When booking an event or participating in our sponsorship program, simply tick the box of the charity of Your choice – you've paid it forward!.

- Dubai Cares
- The Box Appeal
- World Wide Fund for Nature (WWF)
- Humanitarian Appeals (As per the need of the Day)



Training | Conferences | Events | Publications

Adding value to the spirit of enterprise

Being a reliable training partner in the corporate domain, Octara shares the trust of a massive client base which includes:



“I have worked with many event management companies around the world, and Octara is Absolutely World Class in event management for my public Uplifting Service workshops. In publicity, enrollment, on-site registration, room and stage layout, sound system, and graphic design — this company knows how to do it RIGHT.”



Ron Kaufman

Octara Private Limited is an independent enterprise and a Business Information Management company of the TCS Group specializing in, Events, Seminars, Conferences and Executive Learning Solutions.

Octara has to its credit events such as the landmark 10th Management Convention MAP, the 10th General Meeting of the Asia Pacific CSD Group, Central Depository Company events in the Middle East, Engro Rupiya Certificate 1 & 2 - Nationwide rollout with partners institutions, Sales Leadership Series for Engro Foods in Dubai, Valuing the People Factor Conference, The Media & Marketing Festival and numerous events & seminars featuring world-class speakers.

Being a premium solutions provider in the region, Octara’s current portfolio extends to over 20 large scale events across all industry areas – conducted at finest locations in the UAE, Pakistan and Bangladesh. Running alongside our show brands is an array of conferences, training courses, publications and networking events.

Here’s what clients and associates say about Octara:

“Having the CDC Road shows organized in Dubai was a challenge turned into a huge success with Octara’s excellence in event management.”
Ejaz Ali Shah, General Manager Marketing, Central Depository Company - Pakistan

“Great day yesterday – ran a CEO Masterclass, once again expertly organized by Octara – A Truly World Class company.”
Roger Harrop, Business Expert, Author & International Speaker – Roger Harrop Associates, UK

HOW TO REGISTER?



Program Investment
US\$ 1,950

Special Offer

for Octara's clients in Pakistan

Book 1 SEAT and get 1 FREE*

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All payments should
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visa, travel and
accommodation.
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accommodation
is available at special
rates for attendees.
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for details.