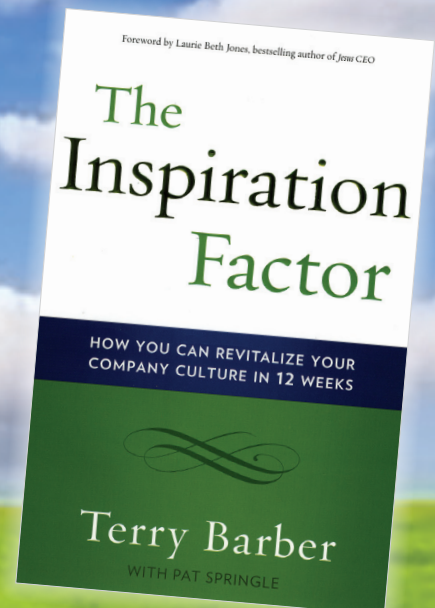
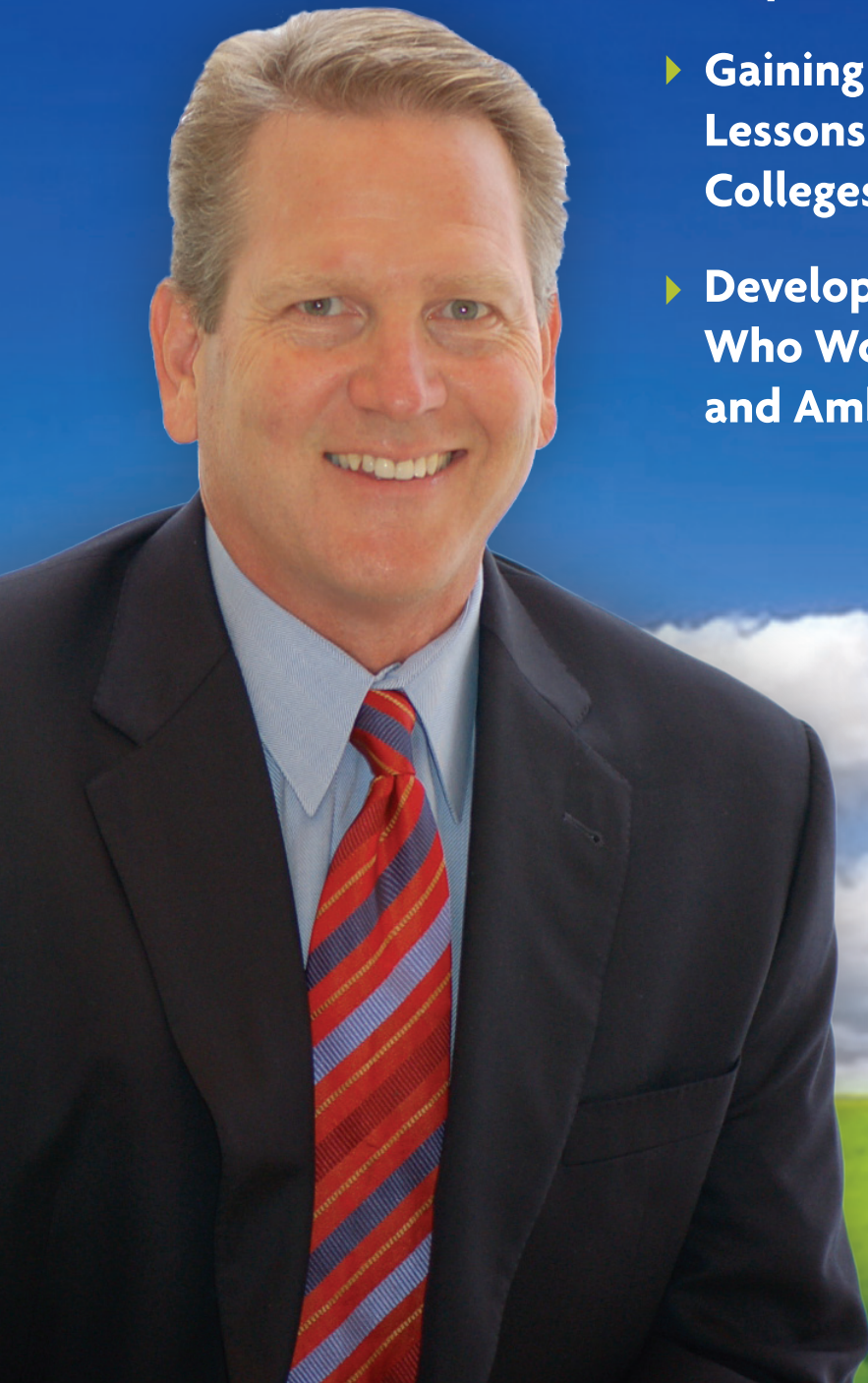


FEATURED ON: CNN NOW abc NEWS FOX HD BUSINESS

Terry Barber

Architect of Branded Fan Communities

- ▶ **Inspiring Today's Customer**
- ▶ **Gaining Fans, Not Just Customers: Lessons from America's Most Inspiring Colleges and Universities**
- ▶ **Developing Mashable Bosses Who Won't Stifle the Dreams and Ambitions of Employees**



AUTHOR OF
The Inspiration Factor

► Some of Terry's most requested topics include:

Inspiring Today's Customer

The museum of business is chock-full of old statues with outdated marketing verbiage on shiny brass plates. At one end is the Good Housekeeping Seal, and at the other is quite an impressive lineup: Quality, Money-Back Guarantee, Loyalty Points, and the one that we all thought would live forever... Lowest Price Guaranteed. What was once considered a real value and a sound brand promise is now just a customer entitlement, and it fails to motivate the twenty-first-century consumer. **Terry reveals the four strands of inspirational DNA every business must tap into to engage today's customer.**

Gaining Fans, Not Just Customers: Lessons from America's Most Inspiring Colleges and Universities

With so many brand voices calling out, "Follow me" and "Join my fan page," business must ask, how do people decide who they will follow and promote, and how do you sustain the relationships beyond another campaign? Is there any doubt that the masters of being able to accomplish this are colleges and universities? Terry will reveal ten markers that drive affinity, loyalty, and "promotability," based on input from 500,000 alums over a five-year study. All ten can and should be applied to business, and Terry will show you how. **If you want passionate fans promoting your business, this is for your group.**

Developing Mashable Bosses Who Don't Smush Employee Dreams

With 56% of America's workforce unhappy with their jobs and 100% of workers resentful of being told what to do, bosses find themselves between a rock and a rock. The Mashable Boss finds a way to align employees' dreams with the organizational goals, which inspires employees not only to be more productive but to be high-value advocates. In advance of this session, participants are encouraged to take part in an organizational benchmarking survey that will reveal their company's InspirationIndex™. The content is then customized around addressing the gaps identified in the benchmarking study. **Engaging, interactive, relevant, and above all, practical.**

Terry's Partial Client List

AT&T | Cooper Industries | Family Entertainment | Grizzard
John Hopkin's Sidney Kimmel Cancer Center | University of Arizona
Compassion International | World Vision | Texas A&M

Terry is Featured In

Forbes | BusinessWeek | American Management Association
Leadership Excellence



Terry's Experience

With more than 20 years of experience at helping companies and nonprofits create powerful, passionate brand-evangelists, Terry shares what every organization must do to engage these powerful word-of-mouth advocates. The bottom line? The marketing ploys of the past — celebrity endorsement, money-back guarantees, loyalty points, and even guaranteed low price — have all taken a backseat to tapping into the inspirational DNA of customers and employees alike.

In keynote presentations and interactive group workshops, Terry Barber will inspire you and show you how to tap into the dreams and aspirations of your customers and employees, how to equip and empower them, and what you must do to unleash them into the market-

What Other Are Saying

*"Terry Barber is a visionary!
We will never look at our customers
or our employees in the same way.
Helpful, engaging, entertaining,
and above all practical."*

– Laurel DiBrog
VP, Marketing and Public Affairs,
Roswell Park Cancer Institute,
Buffalo, NY

*"Our clients loved you! The way you
positioned your content for our group
was spot-on! You made us look like
heroes in the eyes of our clients."*

– Tom Bodeep
Sr. Vice President
TRC Staffing, Atlanta, GA