



*THREE DAY
Master Class*

BUILDING BRANDS FOR THE FUTURE

by MARTIN LINDSTROM

STRENGTHEN YOUR BRAND IN THREE AMAZING DAYS

For the first time ever, Martin Lindstrom and his team will open their doors to a select group of small and medium sized businesses, sharing their world-class insight, views, advice and recommendations for taking your brand to the next level.

Join Martin for three days in an undisclosed location in Switzerland where he will seek to understand and strengthen your brand through a combination of one-on-one consulting, group training sessions and workshops.

MARTIN LINDSTROM'S THREE-DAY MASTER CLASS

FOR THE FIRST TIME EVER

Gain access to knowledge previously reserved for the world's top brands behind closed doors. Get a brutally honest, constructive and creative evaluation of your brand, where you should take it and exactly how to get there.

A maximum of 15 companies will be invited to attend, with no more than 40 delegates per workshop. The Master Class will be a combination of working sessions and consultation exchanges, followed by the development of a skeleton roadmap, outlining where, when and how to evolve and strengthen your brand.

It's a session like no others. Inspiring, practical, tough, fun, informative and exclusive. Martin's insights are typically reserved for the world's largest multinational brands and corporations. Never before has he offered such an opportunity to small and medium sized businesses.

*"Incredibly insightful
and mind-blowing"*

Bernardo Fraga
Brand executive. PepsiCo



WHAT YOU'LL LEARN:

- How to build a powerful brand vision
- How to create a powerful marketing strategy
- How to innovate and improve your products and services
- How to create a powerful social media strategy
- How to measure that your initiatives truly work

Also Included:

**ONE-ON-ONE SESSIONS, FOCUSING SOLELY ON YOUR
INDIVIDUAL BRAND CHALLENGES.**

Join Martin for a one-on-one brainstorming session. Evaluate yourself and your brand and devise a strategy for change and evolution.

DAY 1

9:00 AM - 6:00 PM

Tap into the insight of the world's #1 Brand building expert* in a packed full day theory and tool sharing session

Secure unprecedented access to the latest branding techniques and consumer insights used by the world's leading brands. Don't worry, this won't be 8 hours of lecturing. Be ready for a dynamic and highly interactive workshop combining knowledge, theories and cases from around the world.

*Recipient of TIME Magazine's "World's 100 Most Influential People"



We'll address real-life cases taken from you and your fellow delegates.

YOU'LL LEARN:

- How to create a powerful brand vision, mission and ambition
- How to make your brand stand out
- How to tap into social media in highly efficient ways
- How to engage with your audience and community
- How to gather consumer insights helping your brand to create an edge
- How to drive traffic and build awareness
- How to create a powerful brand concept

DAY 2

9:00 AM - 4:00 AM

Converting theory into practice

The spotlight's on you! On Day 2, Martin and his team will evaluate your brand, exploring tailored strategies for improving your particular business; detecting dangers on the horizon; and, most importantly, creating a skeleton roadmap to guide you toward leadership within your industry.

Late in the afternoon, you and your fellow company delegates will be given an assignment with one simple objective: to elevate your brand to the next level. You'll have until 4am to convert everything you've learned over the past 2 days into powerful solutions for your brand. Make no mistake, this will undoubtedly be one of the most gruelling nights of your life, but you'll get a first hand experience of Martin's powerful brand building process.

This break out workshop will be fully supervised and led by Martin and his team. You will be challenged with various input, ideas and concepts shared by Martin is frequent one-on-one sessions throughout the night. You will be exhausted but energized with groundbreaking ideas, and inspiration.

YOU'LL ACHIEVE:

- Clear insight about your brand, what works and what needs to be improved
- Solid input on concept ideas you should adapt in order to strengthen your brand
- Development of a skeleton roadmap for the future of your brand
- Concrete execution of concept ideas to be evaluated on day 3

DAY 3 9:30 AM - 6:00 PM

How well did your ideas perform?

Present your concepts and ideas in front of Martin and his team of high-powered executives to see what they have to say. Be prepared for brutally honest, highly constructive feedback that you can incorporate back into your concept and skeleton roadmap.

Learn firsthand how to adapt your innovative ideas, craft new thinking and implement dynamic concepts that will inspire your brand's future.

In addition to critiquing your ideas, Martin and his team will share their personal experiences and insights from the front lines of the global branding arena.

Get candid accounts of what it's like to compete against the world's biggest brands, and win.



YOU'LL WALK AWAY WITH:

- A fully developed, solid brand proposition and ready to implement concept
- A clear brand skeleton roadmap
- A step-by-step action plan to implement your concept and proposition when you return home
- World-class feedback, insight and input on how to make your brand stand out from the competition

PRACTICAL INFORMATION:

Total investment per delegate - Euro 7,500

THIS INVESTMENT INCLUDES:

- Access to Martin Lindstrom and his team for 3 solid days
- Complementary copies of 5 of Martin Lindstrom's books
- Complementary access to more than 500 pages of strategies, rules, guidelines, tools and ground breaking insight on how to strengthen your brand
- 1:1 consulting session with Martin Lindstrom
- Development of a skeleton roadmap for your brand
- Access to educational video library

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UNIQUE OPPORTUNITY AT
MARTINLINDSTROM.COM/
MASTERCLASS**

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<p>“ He was INCREDIBLE! I could listen to him for hours and enjoy every electrifying, mind blowing minute. ”</p>	<p>Josephine Vaccaro <i>President,</i> Jenny Craig Knoxville</p>	<p>“ He keeps the audience at the edge of the seat during the session with humour, relevance and theatrics! Thoroughly enjoyable few hours! ”</p>	<p>Vineet Chhabra <i>EVP & COO,</i> United Spirits Bengaluru</p>	<p>“ He has a lively, fun and slightly irreverent approach that keeps the interest going with his audiences. ”</p>	<p>Mark Pierce <i>Senior Design Manager,</i> General Mills Minneapolis</p>
<p>Tim Landucci <i>Marketing Director (Executive Education),</i> Cambridge Judge Business School Cambridge</p>	<p>“ I thought this was a thought-provoking, witty and highly relevant presentation brought to life by an excellent speaker. ”</p>	<p>Pinar Alver <i>MEA Business Planning and Operations Lead,</i> Microsoft Istanbul</p>	<p>“ Very present, engaging and friendly style. Made us all think. ”</p>	<p>Ross Slater <i>Vice President,</i> Reach Capabilities Inc. Toronto</p>	<p>“ Martin Lindstrom was the best thing at The Art of Marketing. He totally saved the afternoon from the other speakers. ”</p>
<p>“ Eye-opening. One of the best presentations, with the most original content, I have seen in years. ”</p>	<p>Joe Little <i>VP Government Affairs SE at</i> Outfront Media, CBS Outdoor Tampa</p>	<p>“ Martin was superb on stage! Engaging the audience and tailoring the presentation to make sense for the group. ”</p>	<p>Amanda Voigt <i>Senior Account Manager</i> CBX Minneapolis</p>	<p>“ Very sharp and humorous, right on the point and conveyed the message, awesome PPT visual and sound presentation. ”</p>	<p>Darby Boehm <i>President,</i> New Age Work Los Angeles</p>
<p>Bart Black <i>Marketing Manager,</i> IFAA Australia Brisbane</p>	<p>“ I have not been more energised about branding in the past 5 years, excellent presentation. A must see for all levels. ”</p>	<p>Amy Bryan <i>Webmaster,</i> CBS Outdoor New York City</p>	<p>“ Best conference presenter ever! Martin has significant insight into the minds of advertising consumers. ”</p>	<p>Eva Ng <i>Planning Director,</i> Publicis Hong Kong Hong Kong</p>	<p>“ I highly recommend his seminar to any marketer or business executive who would like a peek behind the curtain of the consumer's mind. ”</p>
<p>“ Martin is an exceptional intellect and entertainer combined. He was able to inspire me and make me uncomfortable about the role of marketing at the same time. ”</p>	<p>Estherina Daniel <i>Marketing Manager,</i> Hallmark Melbourne</p>	<p>“ Martin's presentation at the Art of Marketing conference left me wanting for more! His energy, experience and thought provoking presentation kept me captivated. ”</p>	<p>Sareg McCulloch <i>Strategic Account Executive,</i> Avery Dennison Cleveland</p>	<p>“ Martin brings consumer science to life and reminds us of the value of making the real emotional connection with our customers in everything we do. ”</p>	<p>Peter Deacon <i>Director,</i> Bloom and Grow Hong Kong</p>
<p>Simon Lamacraft <i>Marketing Manager,</i> Silvan Melbourne</p>	<p>“ Martin broke the mould by directly engaging the audience through walking around and interacting one-to-one. ”</p>	<p>David Heuhnergarth <i>SVP,</i> MRM Worldwide New York City</p>	<p>“ Martin Lindstrom is a mental rock-and-roller in terms of taking marketing strategy and illuminating the basic mistakes companies make, by putting them center stage for all to see. ”</p>	<p>Winkie Wong <i>Director of Field Marketing,</i> Mariott International Hong Kong</p>	<p>“ Really inspired and impressed by Martin's presentation. The best branding workshop I have attended. Dynamic and enriching all the way through. ”</p>
<p>“ Martin is a dynamic speaker who brings home the reality of how people really think and whats important to them. ”</p>	<p>David Rigby <i>Executive Sales Mgr.,</i> Toshiba Sydney</p>	<p>“ Martin had such wonderful stage presence. He knows how to engage his audience and make far-reaching, world examples relevant to nearly anyone. ”</p>	<p>Luis Pedroza <i>Email Marketing Manager,</i> General Mills San Francisco</p>	<p>“ What's even better is he instills a strong sense of responsibility to use those discoveries for the greater good. ”</p>	<p>Cesar Gangoso <i>Senior Brand Manager,</i> Unilever Singapore</p>
<p>Jan Maurer <i>Vice CEO/Partner,</i> RENZEN & Partner AG Kanton Aargau</p>	<p>“ Martin was such an amazing presenter. He was smooth, witty, insightful, confident and had a tremendous rapport with his audience!!! ”</p>	<p>Stephanie Deschenes <i>Executive Director,</i> Canadian Association of Science Centres Ontario</p>	<p>“ Martin is a great story teller! He uses the stage very well and his voice is compelling and engaging. I look forward to seeing him again in the future. ”</p>	<p>Sareg McCulloch <i>Strategic Account Executive</i> Avery Dennison Toronto</p>	<p>“ Love the sigment on Smashable Brands, and his interactivity with the audience. It was a super presentation, and I'd definitely attend another converece where Martin is a presenter. ”</p>