

"Mary is an engaging and dynamic speaker whose presentations on marketing are entertaining and content-rich. When we featured Mary as a speaker at a marketing event, our audience was very diverse, yet we were delighted at how relevant she made marketing trends and tips to everyone. Mary gets it – she has a solid grasp of how marketing works, and she is particularly adept at communicating in a clear, simple and convincing way. Her passion for her industry shines through in her presentations. We were impressed with her authentic, personable approach and her broad expertise and examples across the marketing landscape."

GAIL TIBO,
PETER LEGGE INTERNATIONAL INSTITUTE OF
SALES EXCELLENCE PRESENTATION SERIES
CHAIR, PRINCIPAL AT INCISIVE MARKETING

"I can't thank Mary Charleson enough for being a keynote speaker for WPN Bellingham. Our group of professional women was thrilled with her presentation. Not only did she customize it specifically for us, she also delivered excellent, usable information that we could apply to our businesses that same day. Mary is a media and marketing expert and she was savvy enough to leave the jargon at home and really speak to us in layman's terms. We've already had requests to have her back."

JESSICA RENNER,
SPEAKER CHAIR, WPN BELLINGHAM

CAPS 
Experts who speak professionally



BOOK MARY TODAY!
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charleson.ca
mary@charleson.ca

MARKETING BLOG
fiveminutemarketing.com

Mary Charleson, MBA, CSP is a marketing and media expert. She helps business leaders utilize owned, rented, earned, embedded and paid media more effectively in their marketing. She does this through writing, teaching, consulting, and delivering workshops and keynotes. She is one of fewer than 12% of speakers globally who hold the designation of CSP (Certified Speaking Professional), the international measure of excellence for professional competence and proven experience. She is the author of two books, *Word of Mouth Mouse & Mobile* and *Five-Minute Marketing*, each featuring tips for the time-starved business leader. Mary's career spans over 20 years in media, advertising and education. In addition to speaking, consulting and writing, she has been a popular marketing instructor at City University of Seattle, New York Institute of Technology and Capilano University. She has been a guest speaker on CBC TV and CBC Radio One, as well as CTV, Channel M and Shaw. A contributor to Business in Vancouver since 2002 and a monthly marketing columnist for the Huffington Post, her work has been published in the Globe & Mail, the Toronto Star, the Vancouver Sun, Marketing Magazine and Strategy. Mary has also published lifestyle pieces in Zoomer, Cottage and Outside magazine.



THINK LIKE A MEDIA MOGUL:

HOW TO MANAGE MULTIPLE CHANNELS & CREATE CONTENT THAT POSITIONS YOUR BRAND

This presentation focuses on the use of your owned, rented, earned, embedded and paid media and how to leverage these channels strategically for marketing gain. Owned media are those that you produce content for such as e-newsletters, websites and blogs. Rented media includes social platforms to broadcast and engage, and earned media provides endorsement, extensive reach and content to repurpose through your owned and rented properties. Becoming embedded as a columnist, writer or broadcaster further amplifies reach and clout. And finally paid media, when used strategically, can multiply impact exponentially. Learn how to collectively leverage all five media properties to reach your target audience, and build a loyal tribe. This presentation will help you punch far above your weight and budget using content marketing, by becoming a media company to position your brand.

LEARNING OUTCOMES:

- ✓ Approach social media with a strategy to achieve goals and not waste time
- ✓ Gain insights to maximize free publicity
- ✓ Learn how to funnel traffic through content back to your site to increase sales
- ✓ How to get published or broadcast
- ✓ Learn how to maximize the impact of a small paid media budget

5-MINUTE MARKETING:

TRENDS, TIPS AND TAKEAWAYS FOR THE TIME-STARVED



Mary inspires business leaders to understand trends and generate new ideas to make marketing more effective. Fun, irreverent, but never short on actionable insights, information is presented in a compelling and memorable way; through storytelling, research, and in short 5-minute segments on a variety of marketing topics. After gaining insights on the challenges that a business or industry is facing, Mary selects a series of 5-Minute Marketing insights to meet the client's specific needs, while considering current market trends and opportunities. Constantly updated with insights from Mary's marketing blog www.fiveminutemarketing.com and her popular weekly e-newsletter, this dynamic audio and video rich presentation can stand alone as a keynote, or be modified for a breakout session or workshop. Here is a sample of marketing vignettes that can be incorporated into your customized program:

**TRACKED
TARGETED
AND TIRED:
CONSUMERS
GO PRIVATE IN
PUBLIC. WHAT
OTHER TRENDS
COULD IMPACT
YOUR INDUSTRY?**

**SOCIAL MEDIA
MISTAKES:
LESSONS FROM
TOP GLOBAL
BRANDS.**

**DISRUPTION:
LEARN TO LOVE IT.**

**WORD OF MOUTH
MOUSE & MOBILE:
LEVERAGING
YOUR STORIES
FOR SUCCESS.**

**SOCIAL MEDIA:
GOING VIRAL FOR
ALL THE RIGHT
REASONS.**

**THE PATH TO
PURCHASE:
ADAPTING TO
CHANGE.**

**BRANDING: MAKE
A NAME FOR
YOURSELF BEFORE
SOMEONE ELSE
DOES.**

**BOUGHT, EARNED
AND OWNED:
LEVERAGING
YOUR MEDIA.**

**GOING MOBILE:
WHAT YOU NEED
TO KNOW ABOUT
THE FUTURE.**

**CREATIVE WALL OF
FAME & WALL OF
SHAME: LEARNING
FROM WINNERS &
LOSERS.**

LEARNING OUTCOMES

- ✓ Understand trends and how they apply to your industry
- ✓ Leverage your stories through word of mouth, mouse and mobile
- ✓ Learn how to use social media more efficiently to build your brand
- ✓ See disruption, adaptation and change as an opportunity
- ✓ Maximize marketing effectiveness by leveraging all your media



"Mary's presentation got everyone thinking of how the power of word-of-mouth is amplified by word of mouse and mobile in the digital age. Rich with compelling, real-life examples, Mary's presentation reflects her highly attuned perspective on how an organization's reputation is built or broken by the way stakeholders interact with its brand."

**VICTORIA MILES, CONFERENCE CHAIR,
CANADIAN ASSOCIATION OF COMMUNICATORS
IN EDUCATION**

"Our Team took some great ideas away and we're already using them for our tradeshow next week and an event at the end of the month."

**MICHAEL DRAKE, DIRECTOR OF SALES,
TOURISM VANCOUVER MEETINGS & CONVENTIONS,
INTERNATIONAL/CANADA**

"Mary has spoken at the last two PCMA Canada East conferences, and has consistently ranked as one of our top speakers. Her marketing presentations were content rich and her delivery, entertaining"

**CAROLE BRAULT, PCMA (PROFESSIONAL
CONVENTION MANAGEMENT ASSOCIATION)
CANADA EAST CONFERENCE CHAIR, CANADIAN
INNOVATION CONFERENCE**

"Mary has a knack for conveying marketing concepts in a fun way, through real-life examples, videos, and anecdotes for our clients at Small Business BC. She is always ready to address questions, tailor responses, and conjure up relevant tips, thereby demonstrating her expertise in the topic."

**LEO CHOW, EDUCATION SERVICES MANAGER,
SMALL BUSINESS BC**

"Engaging, entertaining, and a born teacher, Mary makes learning fun. From the classroom to the boardroom, she offers up great marketing insights."

**CHARLENE HILL, CHAIR SCHOOL OF BUSINESS,
CAPILANO UNIVERSITY**

"Thank you for the presentation. Great content and just the right length."

**STEPHEN REGAN, EXECUTIVE DIRECTOR, WEST END
BUSINESS IMPROVEMENT ASSOCIATION**

"Many thanks again for an excellent presentation on how to leverage our media for marketing. Judging by the note takers during the presentation there was some keen interest."

**HENRY WALTHERT, EXECUTIVE DIRECTOR, WOOD
PRESERVATION CANADA**

"Mary has great knowledge of marketing and media that she shares in a compelling way with business audiences. Her message resonates particularly well with entrepreneurs who are looking to leverage their efforts for maximum impact with minimum expenditures."

**CATHY KUZEL, CHAIR,
THE CONNECTED WOMAN**

"Mary took her time to truly understand my needs and vision of what I was looking for. She delivered spot on."

**CAMILLE ROZON,
HEALTH CARE LEADERS ASSOCIATION OF BC**

"Mary is insightful, entertaining and inspiring for future entrepreneurs and student leaders"

**EILEEN LI, MINI ENTERPRISE CONFERENCE,
UBC SAUDER SCHOOL OF BUSINESS**

"Mary's presentation was informative and professional with the perfect balance of humour and insight. She has done her research and delivers a valuable message"

**ANGELA CLARKE CWC (CANADIAN WOMEN IN
COMMUNICATIONS) PROMOTION CHAIR**

"One of the best speakers we've ever had. Mary certainly delivered."

**DIANA HAMBROOK, MANAGER, BURNABY BOARD
OF TRADE**

"Mary's presentation was sold out. BCAMA member feedback was fantastic. She was one of our best speakers this year."

**EVANGELINE ENGLEZOS, BCAMA (BC CHAPTER OF
THE AMERICAN MARKETING ASSOCIATION)**

"Mary's presentation on marketing was extremely enlightening."

**AVIS SOKOL, DIRECTOR, RELATIONSHIP MARKETING,
VANCITY**

"Mary's session was the highest rated at our Branding Conference in Toronto. Attendees found her session to be extremely well presented and filled with exciting, as well as tangible examples."

KEVIN STRYCHALSKI, FEDERATED PRESS

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POST

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GLOBE
AND
MAIL



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FOLLOW HER MARKETING INSIGHTS
fiveminutemarketing.com

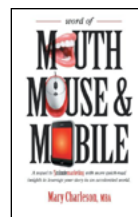
5 Minute Marketing: Five-minute articles on the hottest Canadian topics in marketing today!



Get the marketing knowledge you need first and fast! Mary Charleson makes a complex subject simple and does it in over sixty short articles for the time-starved reader. Utilizing Canadian research and business examples, she gives readers the marketing

tools to succeed. Pithy, often irreverent, but never short on actionable detail, this is the marketing book you'll wish you had discovered long ago.

Word of Mouth Mouse and Mobile: More Quick-Read Insights to Leverage Your Story in an Accelerated World



A powerful story leveraged through word of mouth, mouse, and mobile is the secret to connecting with customers in our time-starved and media-fragmented society. Whether you're just starting out or a seasoned veteran, these easy-to-read-and-apply five-minute articles will enhance your efforts.

As a sequel to Mary's first book, *Five-Minute Marketing*, this book includes the best of her published columns, entries from her popular blog, fiveminutemarketing.com, and other previously unpublished work. Dip in or read it cover to cover and ramp up your marketing quickly. You will learn how to generate WOM, publicity, and media interest in your business; track trends and take advantage of marketing opportunity; use social media to your advantage; brand your business, your ideas, or your products; model winning approaches to advertising from industry leaders; leverage your story; and much, much more!

GET TO KNOW MARY SOCIALLY

Join the discussion on your
favorite social channels



mary
Charleson
MARKETING & MEDIA EXPERT

www.linkedin.com/in/mary-charleson-b2ba751
twitter.com/marycharleson
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