



MARCGORDON

THE CUSTOMER EXPERIENCE EXPERT

Nothing short of amazing! Innovative content with outstanding delivery. The kind of speaker that elevates a conference.

Hilton

DELIVERING WHAT AUDIENCES WANT AND CONFERENCES NEED

Imagine a presentation that energizes your conference, delivered by someone who brings energy, laughter and valuable, applicable takeaways.

Conference attendees want to be entertained. They want to laugh. Feel energized. Hear stories that get them calling the office excitedly yelling, "Stop everything! I have a new idea!"

Marc Gordon does it all every time he hits the stage. "I am there to serve both the audience and the organization. My goal is to make everyone feel motivated and entertained while helping to add something positive to the entire event," says Marc.

Marc is one of the top requested speakers by event organizers who want to create a memorable experience for their attendees. His mix of humour, storytelling, and trademark, animated delivery has landed him on stages across North America, Europe, and the Middle East for some of the world's most respected brands.

While Marc has been called a cross between Tony Robbins and Kevin Hart, he does not rely on his

presentation style alone. "I introduce real game changing content. I share ideas and concepts that positively impact how every person in your organization interacts with customers. I just deliver it through humour and stories."

Internationally recognized as an expert on customer experience, Marc has been called a "marketing superstar" by the Oprah Winfrey Network and is regularly featured on television and radio for his opinions on customer service, marketing, and social media.

Not just a speaker. Marc is a performer. It's like watching a Vegas act. It's entertaining and you actually learn something.

David Horn, Account Manager
Martinrea International Inc.

   MarcGordonDotCA

CAPS 
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Association of Professional Speakers



For booking information

Call 416.238.7811

Email marc@marcgordon.ca

Visit marcgordon.ca to learn more.

ENTERTAINING. RELEVANT. APPLICABLE.



Marc presentation style breaks through language and cultural barriers. He has been one of a few select North American speakers to present at the World Business Forum in Tehran, Iran.

Marc brought massive value to our event. He was humble, thought provoking, and full of positive energy. Everyone loved him. He is a rainmaker.

Dr. Sepehr Tarverdian, CEO
Hamayesh Farazan Iran

Marc captured the attention and affection of our group as soon as he started. His presentation seemed less like a seminar and more like a conversation, with lots of audience interaction. Afterwards, he remained to speak personally to any of the participants who sought his advice. Based on an overwhelming "excellent" rating from all in attendance, it is clear to us that Marc's participation was a key factor in the success of our event.

Janet Shang, Senior Product Manager
Bausch + Lomb

Nine reasons to have Marc speak at your next event

Entertaining. Marc doesn't do presentations. He delivers performances. Combining humour with his animated stage presence, Marc creates a connection with every audience member.

Relevant. Every presentation is customized to your company and industry. Prior to the event, Marc interviews select personnel to ensure key points are covered and corporate objectives are reached.

Applicable. It takes more than humour to bring change. That is why Marc shares strategies and concepts that management and staff can begin applying right away.

Original. An event attendee stated, "Marc gave one of the best presentations I have ever seen! I laughed till it hurt." He has been called "the rainmaker" and "a gamechanger". If you've had enough of the same old speakers, it's time to give Marc a call.

Stress Free. Marc believes the speaker should be the last thing you need to worry about. Need him to fill in for a panel discussion? Do a video interview? Make sandwiches? Just ask.

Professional. As a veterans speaker, Marc knows where to be and what to do. Sound checks, meeting with planners, being ready on time... shouldn't every speaker do these things?

Knowledgeable. Marc brings over 25 years of marketing experience as both a business owner and consultant. In addition to owning companies in the fashion and automotive industries, he has consulted for companies in hospitality, health, technology, manufacturing, and retail.

Safe. Marc does his homework. He knows what to say and what not to say. His presentations are and corporate friendly and brand safe.

All in Pricing. No one likes surprise expense reports. That's why Marc's fees include all daily expenses.

ABOVE AND BEYOND

Delivering exceptional value and memorable experiences.

Marc's main goal is to deliver value to the audience, the event sponsors and the event organizers. And he always delivers.

Marc goes above and beyond what most speakers typically provide. Marc is accessible and accommodating – just some of the traits that have made him an in-demand speaker.

Six opportunities for Marc to add value to your next event

Pre-event branded video. A great way to welcome attendees and provide a preview of what the presentation covers. Use it to market your event and build excitement.

Multiple sessions. Having Marc participate in multiple sessions creates greater value and reduces costs. These can include fireside chats, breakout sessions, or panel groups.

One-to-One sessions. Marc's most popular offering gives attendees personal consulting time. Sessions can be held at a sponsor's booth for even greater impact. Expect line-ups down the hall. This is Marc's most requested service.

Sponsored events. Add value for your sponsors by having Marc participate in exclusive events. Ask Marc's how he can help create an exceptional experience for your sponsors.

Interaction. When not on stage, Marc loves to turn the spotlight onto your event. From interviewing attendees and sponsors for a video, to greeting attendees at an exhibitor's booth, or attending off site events, Marc makes it fun.

Bonus Content. After the conference, attendees are sent downloadable, take-away materials, such as worksheets, expanded content, and Marc's grocery list should they want to grab anything on the way home.



One reason Marc has established himself as a top rated speaker is because of his accessibility and desire to create memorable experiences for every attendee.

Marc's One-to-One session was a huge hit with our attendees. Marc stayed well beyond his scheduled time in order to make sure every person got to speak with him. The feedback we received was amazing with some participants saying it was the most valuable part of the event.

Lisa Kember, Regional Development Director
Constant Contact

Marc was a welcome addition to our discussion and panel on the customer experience. He was well informed and had a clear understanding of our goals, and his examples were clear and relevant. His presentation style was refreshing and very entertaining. We've received great response from our team members.

Marcy Graham, CEO
Mondelez Canada

SELLING HAPPINESS

How to create customer experiences that inspire loyalty and drive referrals.

Under promise, over deliver. This is a common theme companies use to win the hearts and minds of their customer. The problem is it doesn't work.

We know from studies of human behaviour that if you give more than is expected, then more becomes expected. For business, this leads to a cycle of increased transaction costs and eventually customer disappointment. And disappointed customers don't stick around.



Learn how the perfect customer experience can be delivered through something as uneventful as buying a cup of coffee.

The solution? Understand what your customers truly want, then give it to them, delivered with ease and convenience. That creates happy customers who come back again and again.

If this sounds easy, you're right. Yet few organizations are doing it, which presents you with an exceptional opportunity.

In this award winning presentation, Marc dispels some of the biggest customer loyalty myths while showing you what really makes customers happy. He demonstrates the fundamental steps for delivering relevant and memorable experiences that inspire customer loyalty.

Delivered with Marc's high energy style and humour, this presentation is customized for your industry while drawing upon experiences such as buying a morning coffee, taking Uber, and going on a family vacation to Disney.

This presentation is essential for any industry that has paying customers, competition, and is dependent on repeat business.

Key takeaways

- ✓ Find out why customers are naturally loyal and don't care if you WOW them.
- ✓ Discover the three influencers that impact people's ideas and opinions about products and companies.
- ✓ The number one reason customers don't come back – and how to avoid it
- ✓ Learn how to manage expectations so your customers are always happy with what you provide.

Phenomenally excellent! Marc's energy brought the room to life. The feedback we received was overwhelming positive. His examples and stories were relevant to both our members and vendors. He was the highest rated closing speakers we've had in over 10 years. We hope to get him again next year.

Sajida Jiwani
Business Manager, Ontario Home Builders Assoc.



Watch a sample of this presentation at marcgordon.ca/speaking

Some of the organizations that have benefited from this presentation

CSAE

CANADIAN GIFT ASSOCIATION

CAN SPEP

DSA
Direct Sellers Association

SherWeb

MORE THAN FRIENDS

How to manage your brand and reputation in an online world of negativity and chaos.

A Burger King employee, working two jobs to pay off student debt, is mocked on YouTube for taking a nap during her break.

Starbucks is publicly ridiculed on social media for a campaign to promote race relations.

A restaurant patron chooses to post their displeasure of their meal on social media instead of asking for the manager.

What started as an online community for people to connect and share has become an environment where criticism and rage are catalysts for personal attention and approval. A place where facts and honesty have little impact on public opinion.



Discover how people's desire to share what they had for lunch can help your business, regardless of industry.

So, why do so many companies continue to share photos, videos, and ideas? Maybe they feel they have to. With a worldwide reach of over 2 billion people, social media has become the go-to channel for companies of every industry.

But who is listening? With organic reach near zero, combined with the likelihood of a negative backlash, is it even worth it for a company to post anything?

Marc's presentation pulls back the curtain. He exposes what motivates people to share and react. Attendees will learn how to create social media strategies that attract attention while protecting their brand.

Sharing insights and real-world examples, Marc provides clarity and focus on how people interact on social media and its effect on society. Then, how companies can ethically leverage that to create positive online experiences that build their brand.

Key takeaways

- ✓ How to turn customers into social media advocates for your brand.
- ✓ How to become part of the conversation by understanding what motivates people to share experiences.
- ✓ How to create realistic social media marketing goals to identify success
- ✓ Why measuring social media ROI could be ruining your business
- ✓ How to manage your company's social media "personality"
- ✓ How to know if social media is the right marketing tool for your business... and when it's time to focus your marketing energy elsewhere

This presentation will change the course of your social media activities. A truly enlightening and entertaining illustration of why we share so much superficial information about ourselves.

Nikki Van Dusen,
University of Alberta



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Some of the organizations that have benefited from this presentation



Canada Trust



International Association of Business Communicators
Edmonton

DDB°

Budget

BE A BRANDING CHAMPION

How to create a brand that captures attention, inspires loyalty, and generates sales

We are influenced by brands. From the phones we use to where we buy our coffee, brands subconsciously influence our buying decisions. More than just corporate icons, we see brands as reflections of who we are. We are loyal to the brands we have the greatest emotional connection with.

While companies use marketing to influence our opinions of brands, we use brands to influence other people's opinions of us. We envelope ourselves in brand specific clothes, electronics, and cars in order to sway how others perceive and value us. Our choice of brands is influenced by our emotional needs.

So how can any company build a loyal following if their success is dependent on the ever changing emotions of their customers?

In this entertaining and thought-provoking presentation, Marc takes your audience on a virtual journey of brand discovery. They will learn about the synergy between marketing and branding, and how celebrities, social media, mass media and our own social circle can influence our buying decisions.

Attendees will discover how brands are built and ruined by the experiences they deliver. Importantly, they will learn how effective marketing can ensure every brand experience is a positive one.

Marc also shares key strategies to building a brand that attracts customers and keeps them coming back.



Can the brand of watch you wear influence people's perception of you? Discover how we subconsciously use brands to shape our own image.

Key takeaways

- ✓ Learn what a brand really is and how it can impact your relationship with your customers.
- ✓ Discover how to find your purpose so customers know why they should do business with you.
- ✓ How to use storytelling to build your brand and capture the interest of your market.
- ✓ How to create synergy between marketing and service to create memorable experiences customers will come back for.
- ✓ The two types of connections your customers can have with your company and which one will keep them coming back.

Marc understands the relationship between a corporate image and the customer's experience. His presentation should be required viewing for every company, regardless of size or industry. His stories were delivered with insight and humour, clearly illustrating how branding can influence a company's position in the marketplace.

Jason Mullin, Director of Sales and Marketing
Residence Inn Marriott



Watch a sample of this presentation at marcgordon.ca/speaking

Some of the organizations that have benefited from this presentation

BAUSCH + LOMB

