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*Incorporating Olympic Communicators  
Under licence from the Australian Olympic Committee*



# Steve Brown

BA (Hons), Dip. Ed., AFMEA

## STANDING OUT FROM THE CROWD

Ever wondered why the marketing you do just doesn't seem to cut through? Why your corporate events are a little flat? Why, no matter how much time and effort you put in, you (or your company or organisations) just don't seem to be standing out from the crowd? Why you don't seem to be getting noticed regardless of how good your ideas and suggestions might be?

Having worked regularly with live audiences of more than 1,000,000 people - and as a 'go-to' person for the re-launching/re-branding in commercial radio - and understanding the power of the great idea, Steve's work on a wide range of campaigns and events in the corporate, cultural and commercial entertainment sectors gives him extraordinary insights into the most effective and innovative methods for enhancing your ability to cut through the clutter and the competitors to get your message across whether it is for your company, your product, your event, your idea or you, yourself.

A culture of fun, motivation and an appetite for knowledge and looking for creative alternatives are hallmarks of all the work that Steve has created and is involved with.

"They say that madness is repeating an identical action and expecting a different outcome, yet we know that we repeat behaviors and actions, we know we get locked into the one way of doing things - and then we are surprised when things keep going wrong! It's not about some new marketing gimmick or the latest theory; it is about tried and true methods that *work*. It's about unleashing the creativity inside you and your team to build innovative and truly effective marketing."

Steve designed the event that made 1,700,000 people cry, accidentally chose a song for superstar Peter Gabriel, and was inadvertently centre stage at the World Premiere of the movie Shine. He lived through these experiences and has taken the lessons learned to develop an innovative and creative approach to marketing and personal communication that can help you stand out from the crowd.

Join Steve and hear more of these apocryphal tales and hear him explain the secrets of great communication, successful, sustainable marketing, and creative and innovative problem solving in a program that is both highly motivating and very entertaining.

**Standing Out From The Crowd – building success through creativity and innovation.**

### STEVE BROWN -BACKGROUND

*Steve has worked with all major events in South Australia, exhibiting a level of excellence that others aspire to. He is committed to sharing his knowledge and expertise with others and has done much to raise the standards in the South Australian event industry. Without him, the Australian industry would not be in such good shape*

**– Bill Spurr, Chief Executive, SA Tourism Commission and Australian Major Events**

Steve Brown is one of Australia's most respected event designers, producers and marketers, with a wide range of work to his credit in most states of Australia.

Steve is a member of the International Festival and Events Association, an Associate Fellow of Meetings Events Australia (MEA) including membership of the MEA (SA) Professional Development Committee (of which he is Chairman), a member of the South Australian Festival and Events Association and of the South Australian Government's Minister for Tourism's advisory group, the *Tourism Round Table*. Steve currently works with the Adelaide Symphony Orchestra as its Creative Producer.

He began in the industry at the Adelaide Festival Centre in 1975 and with the Adelaide Festival of Arts, working on every Adelaide Festival from 1975 until 1997. He moved to Canberra in 1984 to take up an appointment as Director of the Arts Council in Canberra, the Australian capital, and late in 1985 formed his own event design and management company Visible Management.

In 1997 he co-founded and was co-director of Arts Projects Australia Pty Ltd (APA) a commercial theatrical, festival and event entrepreneurial company, co-designing and creating Womadelaide and was its Executive Producer in 1997.

From 1999 Steve has concentrated his efforts in the area of event design, marketing and research whilst undertaking the development of aspiring industry professionals through individual mentoring and lecturing at the Flinders University of South Australia. He has been instrumental in the success of major projects such as Barossa Under The Stars, Womadelaide, Skyshow, the Barossa Vintage Festival, the Arafura Games Opening and Closing Ceremonies, the Adelaide Festival and Fringe – even the Pal Canine Grand Prix!

During that same period, Steve was a consultant to the Austereo national FM radio network, coordinating its environmental programs and special projects and playing a strategic role as Adelaide station SA-FM's Promotions Director in their head-to-head battle with new station X-102. He has also consulted to the DMG radio group including the roles of Promotion Director and Marketing Director with, and the re-branding of, Adelaide's FIVEAA.

Steve is a highly regarded and sought after speaker and workshop facilitator. He has spoken at functions as diverse as the International Event Management Body of Knowledge Imbizo in Johannesburg and the Chief Inspector of Explosives Conference in Darwin. He entertains as well as provides insights based on his own remarkable adventure in the world of entertainment and major project management. Steve's 'war stories' and anecdotes provide real-world assistance for the problems faced in today's highly competitive environment.

His workshops, too, are both exciting and challenging and Steve has helped turn the fortunes of a number of small business and community enterprises around with his energy and vision.

In 2001 he was appointed an Honorary Visiting Scholar at Flinders University and - with the endorsement of the South Australian Tourism Commission and Events South Australia (ESA), South Australia's peak government event body - was instrumental in the development and delivery of the undergraduate and postgraduate event design and management programs there. In 2006 he was appointed Senior Lecturer, and in 2007, Acting Head of the University's Tourism Department and was Chairman of the Faculty's Marketing Task Force.

Steve has developed and written a number of texts, data-CDs and DVDs on festivals and events and is currently putting the finishing touches on his PhD ready for publication in 2008.

## WHY STEVE BROWN?

Over 30 years of creating, designing and marketing successful events, products and organisations

Sought after marketing problem solver

Extensive commercial experience in marketing, promotion and sponsorship

An academically rigorous approach balanced by 20+ years real-world experience running his own company

A dynamic presenter and an exceptional communicator

Fun!

## WHAT YOU WILL TAKE AWAY FROM THE SESSION

**Experiential Marketing** - an improved understanding of the communication process including:

The Core Values that lead to success and sustainability

How to unleash the creativity and innovation within

How to create and design successful events and campaigns

**Branding** – how to improve the effectiveness of your brand and when to re-launch and re-brand

**Event Design** – how to achieve the optimal experience for your audiences

**Brainstorming and Idea Generation** – simple but highly effective methods

**Time Management** - balancing the work that you do and the life you live outside the office

**Presentations** – how to avoid the ‘Perils of PowerPoint’ and get your message across

## PRESENTATION FORMATS

Keynote speaker

50 to 60 minutes

Interactive presentations

60 minutes

Maximum 100 people

Take away Fact Sheets

Intensive workshops

3 hours

Up to 50 to 60 people

Purpose specific (as developed with the client)

Take away Fact Sheets

Review / Report

How to create the Perfect Corporate Event

Take away Fact Sheets

Event Checklist

Panel or conference facilitation

Hypotheticals and project modeling sessions

## TESTIMONIALS

*We are receiving many good comments about your session at the Conference, which is being hailed as "the best ever"!*

**ATMA 2007 Conference**

*What could have been a logistical nightmare was a triumph in terms of the smooth progression of the various aspects of the day and the impact on our staff. Their response has been overwhelming. In fact, the event has been described as beyond perfection.*

**Orlando Wyndham**

*I wanted to thank you personally for a very powerful day. Your insights, your personal affirmations and your courage to take us on a challenging journey were fantastic. I love your work.*

**CEO, Guide Dogs Association**

*Steve's extensive experience and dynamic presentation style consistently earns him high ratings from participants.*

**Professional and Continuing Education**

*It was unanimously acknowledged to be a tremendous success. You did a great job.*

**South Australia Film Corporation**

*Superbly organised*

**The Advertiser**

*Thank you for making the vision tangible. Spectacular!*

**Learning Education Technology Australia**

*The result is absolutely marvellous! Thank you for making magic!*

**Rundle Mall Management**