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BOB PRITCHARD

“One of Australia’s top 5 business speakers!”

“What do the following have in common? Coca Cola, General Motors, Evander Holyfield, General Mills, Katarina Witt, World Series Cricket, Skins Golf, American Express, America’s Cup, World Cup of Freestyle Skiing, Cartier, Dentsu, McCann Erickson, Ford, Anbeuser Busch, Gillette, Kenwood Electronics, Los Angeles Philharmonic, Motorola.....only the 1999 International Marketer of the Year and Australia’s international marketing authority Bob Pritchard”.

Marketing Magazine

Australian born and 18 year Los Angeles resident Bob Pritchard has enjoyed an extraordinary 30 year career. His unique sales, marketing, and motivational ability has taken Bob from sharing a two room apartment as a child with three generations of family to international success as a businessman, marketer and speaker.. His outside the square philosophy has led to Marketforce One Inc. being represented in the United States, Europe and Australia working with corporations, sports and entertainment entities.

In 1999, Bob Pritchard won the highly prestigious “International Marketer of the Year” award for his marketing of “The Global Celebration of 100 Years of American Film Making”. Other recipients include Jeff Bezos (Amazon), Steve Jobs (Apple) & Jorma Ollila (Nokia). His is an extraordinary journey of courage, motivation and determination.

Born in a dilapidated inner city suburb, Bob spent his first seven years in a small apartment with eight family members. Losing his father when he was young, a mother with cancer and a handicapped sister, times were pretty tough. To make ends meet, Bob began his morning delivering milk and after school he sold newspapers, while weekends were spent selling snacks at sports events and scavenging and selling scrap metal. He built his first bike from parts that he found over a period of many months at the local dump. Despite this schedule, Bob did well at school and once he reached his teens he began singing rock and roll at local dances.

After ten years as a performer to pay for his tertiary education, and with over 400 singing and dramatic television appearances, and numerous successful recordings to his credit, Bob retired from performing to pursue his business and marketing career. His first endeavors were in the entertainment arena, staging events, including 38 presentations at the Sydney Opera House. During this period he created the Australian Pops Orchestra.

For the next decade, Bob became involved in many business ventures, primarily involving the marketing of products, before joining Rupert Murdoch’s News Limited. Bob then became Marketing Director for Australia’s richest man, Kerry Packer’s PBL Marketing. At PBL, Bob’s responsibilities included marketing major Australian movies, the 7 nation World Series Cricket competition, Formula One motor racing, Skins Golf, health Clubs, and tours such as Opera legend Kiri Te Kanawa.

In 1984, Pritchard conceived and engineered the first privatization and Stock Exchange listing of a sports team in Australia becoming CEO of the organization which owned both a professional football and basketball team. His achievement in increasing sponsorship, attendance and media exposure for the

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Following this success, Bob moved to the United States where Marketforce One was established.

Pritchard, and Marketforce One, Inc. have created; incentive programs for Japan's giant Nissay Insurance; staff motivation video and intranet communications system for Citicorp; promotions for Ford; hospitality programs for Wilkinson Sword; global TV exposure for General Mills; retail shelf space for Southern Cross Snack Food; sampling programs for Dentsu; logos and brochures for Global Sports; 16 country, five continent multi-million dollar lifestyle project for The Coca-Cola Company; sponsorship programs for Anheuser Busch and unique positioning vehicles for Vons Grocery chain. His "Goosebumps" promotion for Frito Lay's Smiths Snackfood Division resulted in a sales increase of 64.5 % (\$115 million).

Pritchard was appointed as a consultant to Fox Studios for their 260 acre working studios, entertainment, theater and restaurant theme park. He was also appointed to represent all corporate interests at Darling Harbour in Sydney, the fifth largest Summer Olympic Games site in history.

His success in sport is exceptional; Marketing of Formula One Motor Racing; Skins Golf with Norman, Nicklaus, Ballesteros and Watson; World Series Cricket'; Katarina Witt 18 Olympians Asian Tour; World Champion Heavyweight Evander Holyfield, Legends Tennis, to name a few.

In 1997, the American Film Industry celebrated it's centenary and Pritchard was selected to create the 18 month, multi-million dollar, global marketing campaign involving all the major studios and television networks. The Los Angeles Philharmonic Orchestra, The Environmental Media Awards featuring Mikael Gorbachev, Disney Chief Michael Eisner and CNN's Ted Turner, have also numbered among Pritchard's clients.

Bob was selected as the co-host of the 1998 Asia and Pacific region Miss Universe Quest telecast in 56 countries across the world. He also hosted the pilot of the television show 'Dreams of Ordinary Men' which recognized outstanding small business achievement.

Bob sits on the board of five companies including the Advisory Board of the Harvard Incubators Avondi project. Fellow board members include Franco Modigliani, Nobel Laureate in Economics and Professor at MIT, Boston, Francois Henrot, Managing Partner of Rothschild & Cie, Davis Blair, Senior Vice President of iXL Corporation and Patrice Ernout from AIG France. Bob is a director and shareholder of Genseric Corporation, Business Intelligence specialist, and other business interests.

In the mid 1990's Bob began to share his broad international business experience by speaking to corporations and business organizations.

Today, he numbers among his clients 82 of the Fortune 500, including Microsoft, Coca-Cola, Ford, Anheuser Busch, Morgan Stanley, Mercedes Benz, BMW, Toyota, American Express, AT&T, Alcatel, Lucent Technologies to name a few.

Apart from still traversing the globe almost on a weekly basis, consulting to major corporations, working with small businesses to create strategic relationships internationally, he is one of the leading business and marketing speakers in the world. He is a regular contributor to television, radio, newspapers and magazines, has been featured on '**60 Minutes**' and other television programs around the world. The author of three internationally best selling books, a daily radio segment on small business tips, winner of two Clios and 4 Silver 'Telly' awards in the US, a sports success story that was the subject of a book and a TV documentary, guest lecturer at Universities in the US, Europe and Australia.

Bob is the recipient of the prestigious and coveted International Marketer of the Year Award and was awarded the prestigious Certified Speaking Professional (CSP) award by his speaking peers.

His 8 CD Superset, *"Kick Ass Marketing –how to blitz your competitors in a technology driven, information age world."* has enjoyed great success as have his subsequent releases, *"Marketing Wizard"*, a 6CD Superset and the 4CD Set *"15 Keys to Guaranteed Business Success"*..

Pritchard is a genius of vision, a great motivator, communicator and marketer. As a speaker he is known for his dynamic delivery, meticulous preparation and practical take-away value. Bob Pritchard is an extraordinary achiever and has a great story to tell.

It doesn't matter whether you have more than 1,000 employees or less than 10, Bob's principles are simple, universal and applicable at any level. He takes the complexity out of marketing, making it specifically tailored to your business, easy to understand and improves "bottom line" effectiveness.

PRESENTATIONS

Pritchard has extensive experience in marketing corporations, products, sports, entertainment and events at the highest level internationally. This experience provides practical, from the coalface advice, with take-away value, and plenty of stories and anecdotes to reinforce the message.

Every presentation is individually researched and developed to ensure the message is relevant to your organisation and has maximum impact.

Bob's marketing clients include:

- ◆ Nissay Insurance
- ◆ General Mills
- ◆ Panasonic
- ◆ American Film Institute
- ◆ Skins Golf
- ◆ Citicorp
- ◆ Antheuser Busch
- ◆ American Express
- ◆ General Motors
- ◆ World Series Cricket
- ◆ Ford
- ◆ Coca-Cola
- ◆ Debsu
- ◆ Global Sports
- ◆ Sydney Swans
- ◆ Legends of Tennis with McEnroe & Borg
- ◆ Wilkinson Sword
- ◆ Safcol
- ◆ Fox Studios
- ◆ Formula One
- ◆ Evander Holyfield

CUSTOMER SERVICE

Bob is the ONLY Australian marketer to consult with global companies on both traditional and eCommerce (on-line) customer service.

Bob currently has contracts to implement customer service programs for:

- ◆ Taywood Homes Australia
- ◆ Health Partners
- ◆ Oakvale Capital
- ◆ US Produce Association

Why do the leading companies get Bob Pritchard to consult and speak on customer service for not only their Traditional but also their On-line business??

Because Bob doesn't just speak on Customer Service. He actually works at the coalface inside the companies to create and implement Customer Service policies. He and his company Marketforce One do it every day, day in and day outand have done for 30 years. Bobs presentation on customer service is not just theoretical, it is practical take away advice, and it is interactive and highly motivating.

Every business today has similar products, whether on-line or off-line. It is your client's level of customer service that determines their future and their profitability. Why book a speaker whose experience is only local, when you can get the coalface practitioner the major businesses in the world trust..... Bob Pritchard.

82 of the top Fortune 500 companies have used Bob for their marketing keynotes. Why?

Because his message is on the cutting edge of today's global marketing knowledge. He is not just another interesting domestic marketing speaker.

SAMPLE SPEECH TOPICS

Bob has a vast knowledge across the business, marketing and sales spectrum. Bob individually crafts his presentation to meet whatever the client's precise objectives are after detailed briefings and research. Bob's presentations are entertaining, educational, highly interactive and motivational. The following topics are therefore only a guide.

- **Kick Ass Marketing...How to Blow Away Your Competition**

7 powerful keys to challenge the thinking of your team and generate unimagined results. Reduce costs, increase market share, bottom line and ROI. Learn how.

- **15 Keys to Business Success**

Bob's famous keynote! Essential knowledge for all employees, not just sales and marketing! Over 85 Fortune 500 companies have heard this presentation.

- **Leadership, Communication, Education, Motivation – The keys to building a committed, powerful and driven team.**

Your skill sets and products may be equal to your competitors, it is the commitment and passion that make the difference.

- **Developing a Winning Mindset**

The Keys to developing a winning team. Powerful use of Sports, Business Leaders and Corporate successes and comparisons to maximize your potential.

- **Branding is dead... Brand Equity is absolutely critical to success.**

Today, with more clutter, increased competition, more discerning customers, implement differentiation, sensational service and added value or be blitzed.

- **It is Not The Size Of The Budget, It is The Size Of The Idea !**

Any idiot can spend money. Don't be a me-too! Zig when your competitors zag, Stand out, increase effectiveness, market penetration and return on investment.

- **Give Awesome Customer Service and Added Value...Or Fail!**

Develop low cost word of mouth, repeat customers and up-selling, not expensive advertising. Build loyal, repeat customers for less cost and higher margins.

- **CRM, The Business Wide Solution...or Hype??**

Is CRM a square peg in a round hole, or a way to improve efficiency and cut heads? Implemented correctly, CRM is a fantastic business wide solution!

- **Marketing Metrics**

Marketers must measure the results and ROI of every action taken by them that impacts directly or indirectly on the customer. Guesswork is not acceptable.

CLIENT FEEDBACK

"People who began saying "Who is Bob Pritchard" were totally rapt. We wish we had booked you for another hour."

3M Australia

"Punchy, brash, informative, motivating – Bob is the Minder of Marketing"

Goldwell Cosmetics

"Excellent, powerful, no nonsense marketing logic, highly motivational."

British Petroleum

"Positive, educational, motivating. Perfect for our team building philosophy."

Cinzano

"Great motivator. Drove home the need to communicate & be a good marketer, irrespective of the profession."

Touche Ross

"He made it relevant to B.P. and the objectives of the conference, A first rate speaker, Bob kicked the conference off to a tremendous start. Excellent."

British Petroleum

"Totally rapt. Other speakers quoted his approach on many occasions"

Allen & Unwin

"Exceptional presentation. He made everyone in the room think."

Greyhound Racing Association World Conference

"Very giving of himself on stage and off. Very hard to beat."

Dick Smith Electronics

"Powerful messages presented very entertainingly."

American Public Relations Institute

"Delivered the required message very powerfully."

Olivetti

"Better than excellent, the perfect speaker for a marketing audience. Inspirational, absolutely superb"

Sun Microsystems

"Best speaker we have ever had at a conference"

BMW

Bob Pritchard has also spoken for other organisations including: Morgan Stanley , 2M Invest, Scottish Equitable, Alcatel, Confectionary Manufacturers , Mars Venus Institute, Lucent Technologies, Harvey Real Estate Corporation, Bestseller Sweden, American Classifieds, Nursery & Garden Industry Vic, Bev Marks, SAPRO Conference Management, REIV and many more...