

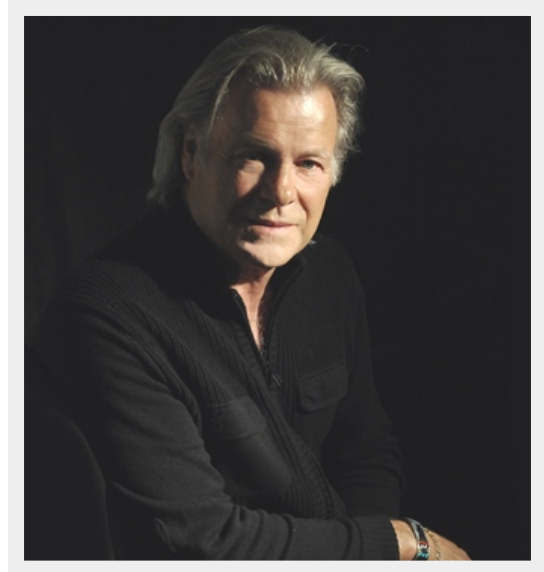
# Bob Pritchard

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## *Mr Marketing*

Bob Pritchard is the founder of Marketforce One Inc, and a global specialist in business development with SMEs.

Bob Pritchard's formidable talents have produced outstanding results. By introducing the concept of private ownership to major sporting teams in Australia, he permanently changed the face of Australian sports promotion. His early successes included Kerry Packer's revolutionary "World Series Cricket", the first "Skins" Golf Tournament outside the USA, and marketing the first Australian Formula One Grand Prix.



Bob's 'Goosebumps' promotion for Frito Lay's Smiths Division increased sales by \$115 million while the customer service program he developed for Nippon Travel resulted in a \$105 million profit turnaround in the first 12 months of its implementation.

Bob is one of the most in demand business/marketing speakers in the world, sharing the platform with international business leaders including Bill Gates and Richard Branson. He is known for his dynamic delivery, meticulous preparation and practical takeaway value - and for his ability to fill conference venues across the world.

In 1999, Bob Pritchard won the 'International Marketer of the Year' Award at the Global Marketing Congress. This was for his creation of a Global, 90 minute Television Special on a century of American film making. The project included 10 accompanying major events, \$40 million in Sponsorship, a special edition of Newsweek Magazine plus a variety of retail promotions.

Bob Pritchard works with 87 of the Fortune 500 companies, including: 3M, BMW, The Coca-Cola Company, Citibank, Ford, Astra Zeneca, DeloitteTouche and Hilton Hotels. He currently serves on the board of several companies in Australia, the US, Sweden, England and New Zealand.

Bob Pritchard is also an author and his best-selling books include: *Complex Marketing Made Simple* and *Marketing Success Stories*. His fifth global book release, *Kick Ass Business and Marketing Secrets*, took place in 2011.



**Bob Pritchard talks about:**

Bob Pritchard combines sound business advice with entertaining anecdotes to produce powerful and valuable presentations that can cover:

- Social Media - This powerful new communication medium reaches over 500 million people a day. But what is it and how can your organisation maximise its marketing opportunities to achieve your business goals?
- How to Blitz Your Competition in a Recession
- What Makes or Breaks Your Business in the Information Age
- 15 Keys to Business Success
- It's Not the Size of the Budget, it's the Size of the Idea!
- How to Blow Away Your Competition
- Give Awesome Service and Added Value ... Or Fail!
- Motivation, Education and Communication ... The Keys to Marketing and Sales Success
- Branding is dead ... Brand Equity is absolutely critical to success
- 15 Kick Ass Business and Marketing Secrets

**Client testimonials**

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“ Your presentation was outstanding and the community is still buzzing. All business communities can benefit immensely from your message.

- *Porterville Chamber of Commerce*

“ It was a great pleasure to have you with us for the event and I can truly say that your participation as the closing keynote on the first day of the convention was a resounding success. I had many, many delegates come up to me after the event and express their appreciation to us for having you on the program. The delegate's evaluations, without exception, nominated you as the top speaker of the entire convention.

- *Middle East Council of Shopping Centres*

“ Excellent, challenging, thought provoking, incisive, relevant.

- *Al Ghurair Retail*

“ Better than excellent, the perfect speaker for a business audience. Inspirational, absolutely superb

- *Sun Microsystems*

“ Dynamic speaker, energetic presentation, not frightened to offend in order to get a point across. Had everyone eating from his hand. "Best keynote speaker we have ever had" was the



general comment from the conference delegates.

**- Nursery & Garden Industry Vic**

“ Bob Pritchard delivered the best and most inspirational opening address at a convention I have experienced. He really captured the attention of the audience and set the whole tone of the convention. The positive feedback from delegates was amazing. We are likely to be reappointed for their next event and our recommendation of Bob will be a major contributing factor.

**- SAPRO Conference Management**

“ We thought your presentation would be motivational, what we got was a new direction on how to do business. The power, the reach, the impact you had was one we had never seen before. How to approach business and consumer change, how to capitalize on the digital revolution. Your presentation was full of thought-provoking insights, it changed the way we will all do business. Everyone in the audience was personally impressed, touched and reminded when you told your personal stories, which made really relevant points. Your energy level, your content, your humour and a refreshingly humble approach made the whole audience feel comfortable and charged. You really stole the show, thank you.

**- India Retail Fourm**

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