



BRUCE TURKEL

National Speakers Association 2017 Award Winner Speakers Hall of Fame



Useful. Valuable. Enjoyable.

These three words sum up Bruce Turkel's communication philosophy and style. Whether he's helping his ad agency clients develop robust, memorable brands, keeping audiences riveted and entertained during one of his many speaking engagements, writing another compelling post for his popular blog or giving useful branding and advertising advice on a national news program, he lives and breathes this philosophy.

Bruce conveys the importance of building strong brands to his clients, audiences and readers, and shows them how to build their own brand value.

"Bruce is incredibly gifted, engaging, and dynamic. His deep knowledge of the drivers of economic development and how best to use them to market yourself make him unique."

ALEXANDRA VILLOCH, PRESIDENT & PUBLISHER,
MIAMI HERALD MEDIA COMPANY

Driven to see clients enjoy greater revenue by changing consumers' perceptions, Bruce employs a uniquely powerful combination of creativity and marketing acumen to help them make their brands more valuable.

Bruce follows the fearless business approach of embracing what's new and adopting what works in his quest to provide outstanding value for clients and audiences.

How does Bruce create successful campaigns? His first step is to understand what's always in the back of customers' minds – their own needs and wants and what you can do for them.

Bruce is a weekly contributor on the Fox Business Channel and has appeared as a branding, marketing and advertising expert on CNN, ABC, CBS and NPR. He's authored three books on advertising; his latest is Building Brand Value, and he's signed with De Capo Press for his next book — All About Them. Bruce has also been featured in Fast Company, The New York Times, Communication Arts, Fortune, and AdWeek Magazine.

Bruce is a much sought after speaker on the subject of branding and creativity. An accomplished, passionate presenter, he gladly gives audiences easy-to-follow, proven steps for building brand value.

Bruce has an overarching theme for his talks: "It's all about them," meaning the audience's customers. Helping them open their minds and discover their creativity, Bruce tells audience members to focus on their customers, not their products.

Drawing from his thirty plus years of experience, Bruce helps his audiences understand how to make their brands relevant to their customers and how to differentiate themselves from competitors. He is captivating and insightful on stage, and his unique presentations combine engaging wit, creative insights, thought-provoking concepts and smoking hot notes on his harmonica.

Satisfied audiences from Bruce's talks at MIT, Harvard, CHRIS, and TEDx, and attendees at the hundreds of corporate and

industry events he's presented at agree that the useful message, entertainment value and inspiration Bruce offers stick around long after the session is over.

When asked why he loves to speak to live audiences when he could easily stay busy working on client projects, Bruce says, "I've learned this information can improve people's businesses — and maybe their lives. That makes me happy. If I can be useful, enjoyable and valuable, then I did my job. If I can also be entertaining and fun to watch, that makes the experience so much more productive and memorable for me, my clients, and their audiences."



Click [HERE](#) for link to article.

"Bruce speaks with confidence and competence while triggering the audience to build solutions, which worked extremely well across our marketing organization."

BILL MELNYK,
BRAND DIRECTOR,
GRAY GOOSE VODKA

"Bruce gets his message across through captivating storytelling that people understand, relate to, and learn from; stories which stay with them long after he's left the room."

HENRY MARTINEZ,
PRESIDENT,
DISCOVERY COMMUNICATIONS

VIDEO NEWS PORTFOLIO

FOX NEWS & BUSINESS

FOX News and FOX Business rely on Bruce for commentary on the way branding and marketing effects both business and politics. Bruce is a regular commentator on After The Bell with Melissa Francis and regularly appears on shows with Neil Cavuto, Stuart Varney, and Bill O'Reilly. Bruce has appeared on FOX over 400 times to date.

Bill O'Reilly <https://youtu.be/33fwNKHyzXo>

After The Bell <https://youtu.be/3biar-bvW8>

CNN & CNN INTERNATIONAL

Bruce also appears on CNN and CNN International to discuss marketing and branding issues and their international implications with commentator Richard Quest.

CNN <https://youtu.be/eiFFb3-NUXA>

CNNi <https://youtu.be/6AooW1l2azc>

"Thank you for your exceptional presentation at our Senior Leadership Conference. You were motivating, thought provoking, and inspiring. You are making a positive difference for our community and our warriors."

L. SCOTT 'CATFISH' RICE, LT GENERAL
DIRECTOR,
AIR NATIONAL GUARD



SPEAKING

Bruce has created a robust public speaking business, presenting his ideas on branding, marketing, creativity and innovation to corporate conferences and associations around the world. Last year Bruce spoke at more than 60 events to audiences that ranged from 25 CEOs to over 3,000 participants.

Here are two examples of Bruce's presentations to TEDx and CHRIS (Caribbean Hotel and Resort Investment Summit).

TEDx <https://youtu.be/4XQwaH0JvNw>

CHRIS <https://youtu.be/Ft2wlQooB0I>



**2017
NATIONAL
SPEAKERS
ASSOCIATION
SPEAKER
HALL
OF FAME**

PRESENTATION DESCRIPTIONS

DEFINING YOUR BRAND ESSENCE.

BMW defines its brand essence with four words. Nike, GE and Wal-Mart use three. Barack Obama sold the most powerful product in the world with two: "Hope" and "Change." In this multi-media speech, Bruce Turkel shows you how to reduce your brand message to its most practical, actionable, and compelling essence.

While they're laughing, your audiences will also be learning:

1. The three universal branding myths that are holding your company back.
2. The simple difference that sets all great brands apart, and
3. How to develop this game-changing difference for your brand.

SEVEN STEPS TO BUILDING BRAND VALUE.

Learn the seven simple steps to building, maintaining, and communicating a great brand. Bruce provides entertaining anecdotes and real world examples to illustrate the finer points of brand building. Add significant value to your products by making your products more valuable to your customers.



In this talk, your audiences will learn:

1. Why your brand is not about your company.
2. Why understanding this matters more than anything.
3. The critical secret to move your brand from company-centric to consumer-centric.
4. How to determine your authentic truth and why it's more important than the function of your products or services.

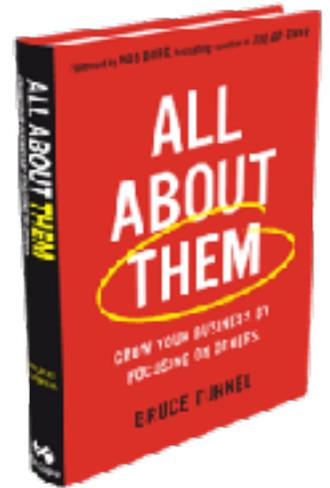
YOU DON'T NEED SOCIAL MEDIA. YOU NEED A STRATEGY.

You don't need social media. You don't need a website. You don't need mobile applications. You need a strategy. Because before you create noise, you've got to know what you're creating noise about and why anyone should care.

Bruce Turkel shows his audiences exactly how to build their brands online. He will show you how to take the best tools, tips, and techniques from the analog world and move them online where they will generate global interest and response.

Your audiences will learn:

1. Why an unfocused online presence is like a tree falling in a forest.
2. The danger of GMOOTs and how to avoid their traps.
3. How to build a powerful brand that will make a difference online.
4. How to tailor your message for each of the different social media.
5. How to increase your echo effect and get more bang for your buck.



ALL ABOUT THEM.

Less than 10 years ago the key to selling yourself was to promote how great you were. If you didn't blow your horn, who would? And unless you could afford a robust advertising campaign, selling yourself was the only way anyone could learn about you.

Today everything's changed. Today we each carry a thin wafer of silicon and glass that gives us immediate access to all the world's knowledge. And all of your potential clients and customers have access to this same technology. This means they can know everything about you before they even step into your business. Success today requires you to turn the lens around and focus relentlessly on your customer.

Bruce's wildly entertaining presentation includes fascinating examples from Johann Sebastian Bach to *The Wizard of Oz*, from Andy Warhol's excess to the Toyota Prius' success, from the history of the Spanish Civil War to headlines ripped right out of today's paper.

Your audiences will be enlightened, entertained, and educated by Bruce's talk. They'll come away thanking you for a great event AND a great plan for their future. And your audiences will learn:

1. How to uncover the motivations of today's consumer.
2. The real leadership difference between features and benefits and how to sell them.
3. The critical difference between content and context, and how it can multiply your sales.
4. The special sales secrets that are hidden in plain sight.
5. Why the traditional "Speeds & Feeds" sales strategy does not work anymore.

TURKEL TALKS

Turkel Talks is Bruce's weekly blog on brand building. His provocative opinions reach an engaged mailing list of over 78,000 readers every single Wednesday morning.

Bruce's blog has been online since 2008 and consistently scores high on Google and other search engines.



TESTIMONIALS

"You were the highlight of our meeting!
Your subject on the brands was right on and through our survey I am getting great reviews on your presentation."

ALVARO DIAGO, COO, INTERCONTINENTAL HOTEL GROUP



"Bruce is killing it! So funny and charming and super engaging. The group is tired from the World Series game last night but he is managing to keep them engaged and laughing. We all really really like him; great content, great stage presence, very very happy to have him close the event!"

STEPHANIE GLASSFORD, CMP, EVENT MANAGER, RE/MAX INTEGRA OA

LOCKHEED MARTIN



"Thank you for joining us for the Lockheed Martin Communications Summit. Your talk was a great complement to our theme and gave the team valuable insight on the importance of being customer-centric with our messaging. And your energy and stories helped bring the points the life and kept the team engaged."

JENNIFER M. WHITLOW, SENIOR VICE PRESIDENT, COMMUNICATIONS, LOCKHEED MARTIN

"Many thanks for delivering such a wonderful speech at our summer conference. Your speech and overall performance were fantastic. Many many conference attendees commented on how much they enjoyed your presentation. As you could tell by my opening remarks on Tuesday, what you said had a profound impact on many people in the audience."

WILLIAM M. WALKER, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, WALKER & DUNLOP



"We were looking to inspire our marketing organization and ignite their energy to 'think laterally,' and Bruce answered that call!

He was the opening guest speaker of our annual marketing summit and he not only delivered on that challenge, but he did so in a sincere, entertaining, educational, and real world way that our team really appreciated. Based on the response of our attendees, we are beyond pleased that we selected Bruce to speak at our summit."

JUAN ROVIRA, CHIEF MARKETING OFFICER, BACARDI

"Thanks, Bruce! Great day today! You were a significant part of the success of the event. Thanks for being with us today. We had terrific response from your keynote. Your Mom would be very proud! We'll stay in touch. Thanks again,"

RANDY FIVEASH, DIRECTOR, CONNECTICUT OFFICE OF TOURISM



"The annual convention for DMAI has been over for three weeks and our members are still talking about Bruce Turkel's presentation. Here are a few select quotes:

"Entertaining — Loved him and the harmonica!"

"Fabulous presentation!"

"Fascinating and very informative."

All this is to say, job well done and thank you very much."

DOUG PRICE, CMP, SENIOR VP PROFESSIONAL DEVELOPMENT

