

Presenting: Wednesday, March 11, 2020 – CCCAOE Spring Conference

The Most Human Company Wins

Mark Schaefer



This program will change the way companies and organizations look at marketing, sales, advertising, and overall customer experience. Based on his brilliant new book, *Marketing Rebellion: The Most Human Company Wins*, Mark Schaefer takes each audience on a discovery of surprising consumer realities. Weaving research with entertaining stories, Mark shows how an entirely new mindset is needed to meaningfully connect with customers in a rebellion against marketing, advertising, and PR.

Attendees will leave with new inspiration and new information on how they can incorporate strategies such as live experiences, people and culture, and story into their marketing, sales, and customer service processes.

In this session, attendees will learn:

- How marketing, advertising, sales, customer engagement, and customer loyalty have changed forever
- Two thirds of your marketing is occurring without you
- Why this rebellion is re-defining the business landscape
- A more human-centered approach to marketing
- How to build a brilliant business when your customers are in charge

Mark Schaefer is a globally-recognized keynote speaker, educator, business consultant, and author. His blog *{grow}* is hailed as one of the top marketing blogs in the world. Mark has worked in global sales, PR, and marketing positions for more than 30 years and provides consulting services as Executive Director of Schaefer Marketing Solutions. He has advanced degrees in marketing and organizational development; holds seven patents; and is a faculty member of the graduate studies program at Rutgers University. For three years, Mark studied under the late Peter Drucker (a world-renowned consultant and author, hailed as the founder of modern management).