

POPULAR KEYNOTE TRACKS

BE! **ICONIC** OR BE! GONE

What do brands like Starbucks, The Beatles and Al's Breakfast have in common? They all have successfully achieved iconic status. Iconic brands have a purpose beyond money and provide a brand experience that stands out from the crowd. Any company, regardless of size and location, can achieve iconic status. Create competitive advantage by leveraging the four components of The **ICONIC** Framework™. During this session, attendees will not only be introduced to strategies and tactics that can help transition companies into iconic status, but also address the criticality of employee engagement and customer experience in building a brand that stands the test of time.

BARS AND BRANDS AND RAVING FANS

What is it about a great song that makes you want to hear it over and over again? And how does a song end up getting stuck in your head? Repetition is an astounding prevalent feature of music, and it's the same for business. Purchase repetition and sharing experiences is prevalent to the success of any iconic brand. During this session, attendees will learn how iconic brands like Disney, The Rolling Stones and Amoeba Music, the iconic Hollywood record store have mastered the power of repetition and hooks by continually delivering a consistent customer experience to drive repetitious purchase behavior amongst its fan base for decades.

HOW TO BECOME AN **ICONIC BRAND YOUR CUSTOMERS LOVE**

The power of your brand lies in your ability to make an emotional connection with your customers. Research shows that 80% of buyers will pay more for a better customer experience. Even as companies have spent millions of dollars introducing new brands and protecting established ones, customers have become less loyal. What can businesses today learn from some of the world's most iconic brands to make your customers love you more? During this presentation, attendees will learn how to leverage the strategies and tactics iconic brands have known for decades to win the hearts and minds of their customers for a lifetime.

SUCCESS PRINCIPLES OF **ICONIC LEADERSHIP**

Leaders of iconic brands relentlessly focus on, and understand the vital link between inspired leadership and customer experience. The experience economy we live in today requires an authentic leader who can promote a customer-centered culture and paint a vivid and real picture of the brand vision for employees and customers alike. As remarkable as these iconic leaders' achievements may appear, the underpinnings of their successes can be modeled by any company. During this presentation, attendees will learn practical lessons of how iconic leaders inspire employees to accomplish more than they've ever imagined and help companies create loyalty beyond reason.

ICONIC Presentations, LLC

CALVIN STOVALL

Speaker • Trainer • Author

