

# AGENDA

8:00 **Welcome and Introductions**

8:10 **1.0 Marketing Overview: The Power of Story**

Jeff Wester – Kinesis

8:35 **2.0 Establishing a Marketing Program & Brand**

Marta Tarantsey – Business Oregon

Cale Bruckner – Concentric Sky

9:45 **Break**

10:00 **3.0 Creating a Marketing Plan: Stories from the Field**

Matt Lorenzen – City of Estacada

Jamie Porter – Travel Oregon

Courtney Griesel – City of Springfield

12:00 **Lunch**

12:45 **4.0 Public Relations: Branding Your Public Image**

Roger Lee – Economic Development for Central Oregon

Kelli Matthew – University of Oregon School of Journalism

2:15 **Break**

2:30 **Marketing Tools & Tactics Breakouts**

**Using Data to Make Your Case**

Emily Starbuck & Henry Fields – Oregon Employment Department

**Public Relations Best Practices**

Elise Rossman – Economic Development for Central Oregon

**What Makes a Great Story?**

Alison Tierney & Jeff Wester – Kinesis

**Using Social Media to Inspire Action**

Jamie Porter & Sachie York – Travel Oregon

4:45 **Closing: What's Next? Where do you go from here?**

HELLO!

kinesis 

**THE BUSINESS OF**

TRANSFORMATION



**MARKETING CAN BE A  
POWERFUL MECHANISM FOR  
TRANSFORMATION**









IT'S BACK AND BETTER THAN EVER!

CATS

CATSBROADWAY.COM  
In New York Theaters - 230 W. 52nd St.

IMAGINE DRAGONS  
Stream the new album  
**EVOLVE**  
in Rock This starting 6/23

EXTRAORDINARY! TRANSPORTS US ON A WAVE OF HOPE.  
**COME FROM AWAY**  
A NEW MUSICAL  
COMEDIANET.COM

FABULOUS!  
*Aladdin*  
THE MUSICAL  
MUSICALS.COM

SO MUCH FUN IT SHOULD BE ILLEGAL!  
**GROUNDHOG DAY THE MUSICAL**  
NOW ON BROADWAY

LUGGAGE  
SONY

5:37

2012  
TOSHIBA  
the OFFICIAL SPONSOR of  
TIMES SQUARE  
2012  
TOSHIBA

ULTRA

ULTRA  
SUPERIOR LIGHT BEER

**COME TOGETHER**

MARRIOTT MARQUIS

MARRIOTT MARQUIS

UNIQLO

WORD OF GOD  
ONLY BY GRACE  
UNBELIEVED LEAD  
YOU CAN BE SAVED  
THROUGH FAITH IN  
JESUS CHRIST  
NOT BY WORKS  
SO THAT NO MAN  
CAN BOAST-EPHESIAN 2  
REDEEMED BY HIS BLOOD  
THROUGH THE CROSS  
THE ONLY WAY TO H

REPENT  
OR PERISH



EASY  
**1 HOUR CLEANERS**  
Shirt LAUNDRY

EASY  
**1 HOUR CLEANERS**  
Shirt LAUNDRY



ers Send A Chef  
a-Chet  
**Burger Restaurant**

1 Hour Cleaners & Laundry, Inc.  
1301 Hill St., Richmond, VA  
804-233-0166

**SPECIAL \$2.50 TUESDAYS**  
Over 25 Years Of Service **RVA**

Business Pickup,  
Formal Wear,  
Shoe Repair.

We Appreciate Your Business... Please

Wash & Fold  
Alterations & Repairs

1301  
**OPEN**





1 К 42137811

ФЕДЕРАЛЬНЫЙ  
ЗАКАЗНИК  
РОССИИ





LOANS AVAILABLE

**LIBERTY**  
**TAX**



925-338-1040

3545

LA NE

**HOW DO WE EMPOWER  
MARKETING AT EVERY SCALE?**



Greetings from



CALIFORNIA



# AGENDA

8:00 **Welcome and Introductions**

8:10 **1.0 Marketing Overview: The Power of Story**

Jeff Wester – Kinesis

8:35 **2.0 Establishing a Marketing Program & Brand**

Marta Tarantsey – Business Oregon

Cale Bruckner – Concentric Sky

9:45 **Break**

10:00 **3.0 Creating a Marketing Plan: Stories from the Field**

Matt Lorenzen – City of Estacada

Jamie Porter – Travel Oregon

Courtney Griesel – City of Springfield

12:00 **Lunch**

12:45 **4.0 Public Relations: Branding Your Public Image**

Roger Lee – Economic Development for Central Oregon

Kelli Matthew – University of Oregon School of Journalism

2:15 **Break**

2:30 **Marketing Tools & Tactics Breakouts**

**Using Data to Make Your Case**

Emily Starbuck & Henry Fields – Oregon Employment Department

**Public Relations Best Practices**

Elise Rossman – Economic Development for Central Oregon

**What Makes a Great Story?**

Alison Tierney & Jeff Wester – Kinesis

**Using Social Media to Inspire Action**

Jamie Porter & Sachie York – Travel Oregon

4:45 **Closing: What's Next? Where do you go from here?**



**YOUR MOST POWERFUL  
MARKETING TOOL IS STORY**



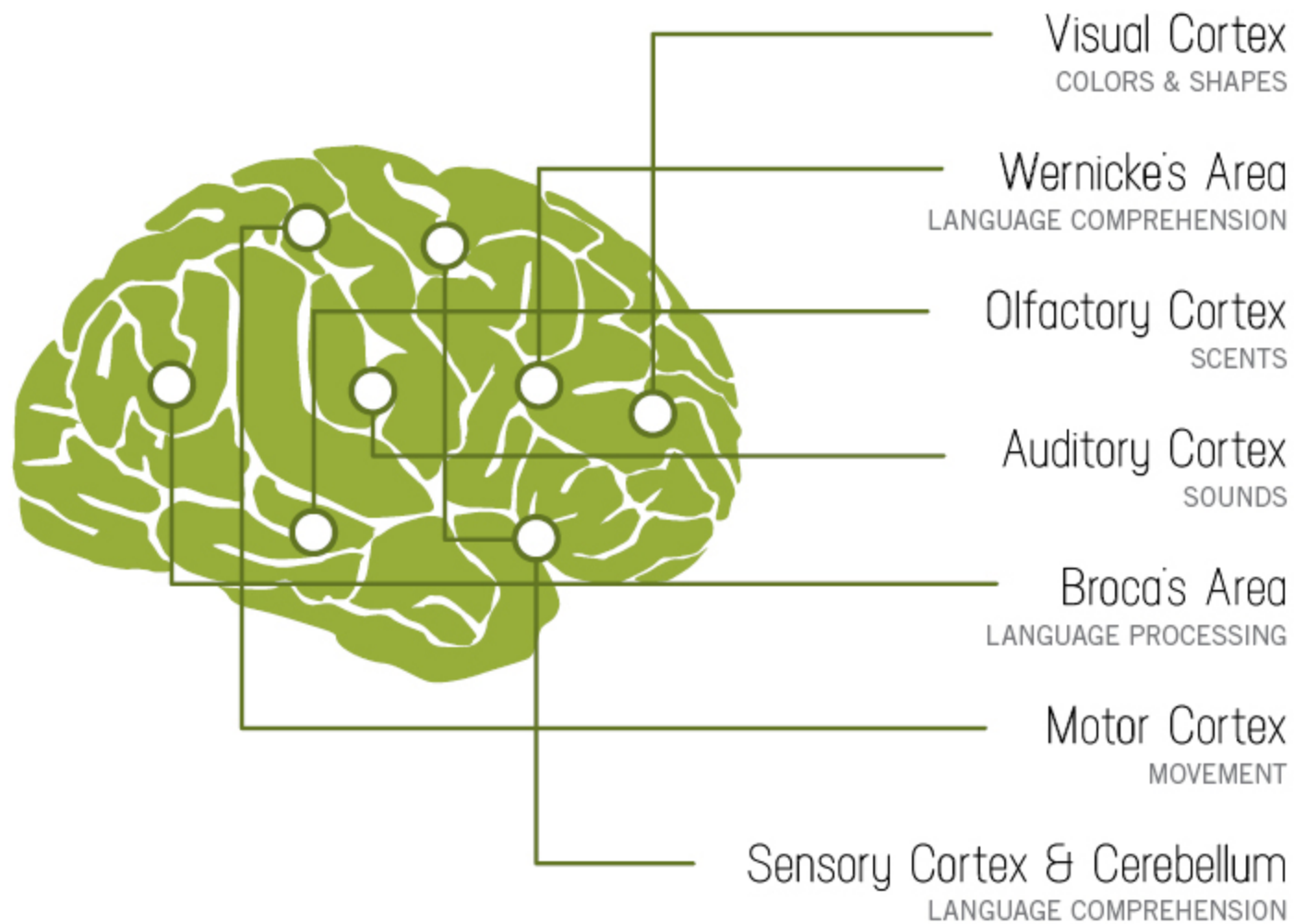








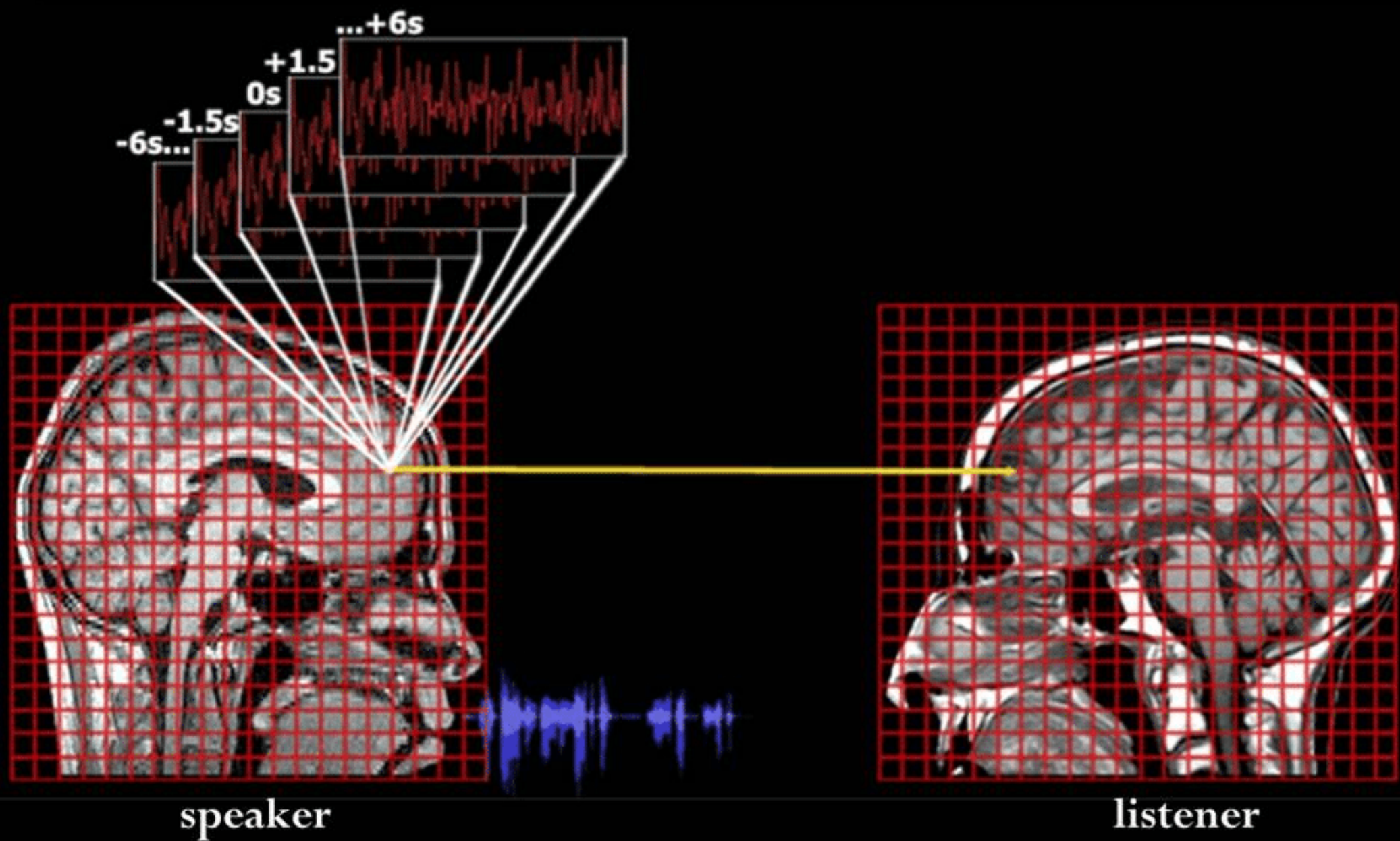
YOUR BRAIN ON **DATA**



YOUR BRAIN ON **STORIES**



# B Neural Coupling Model



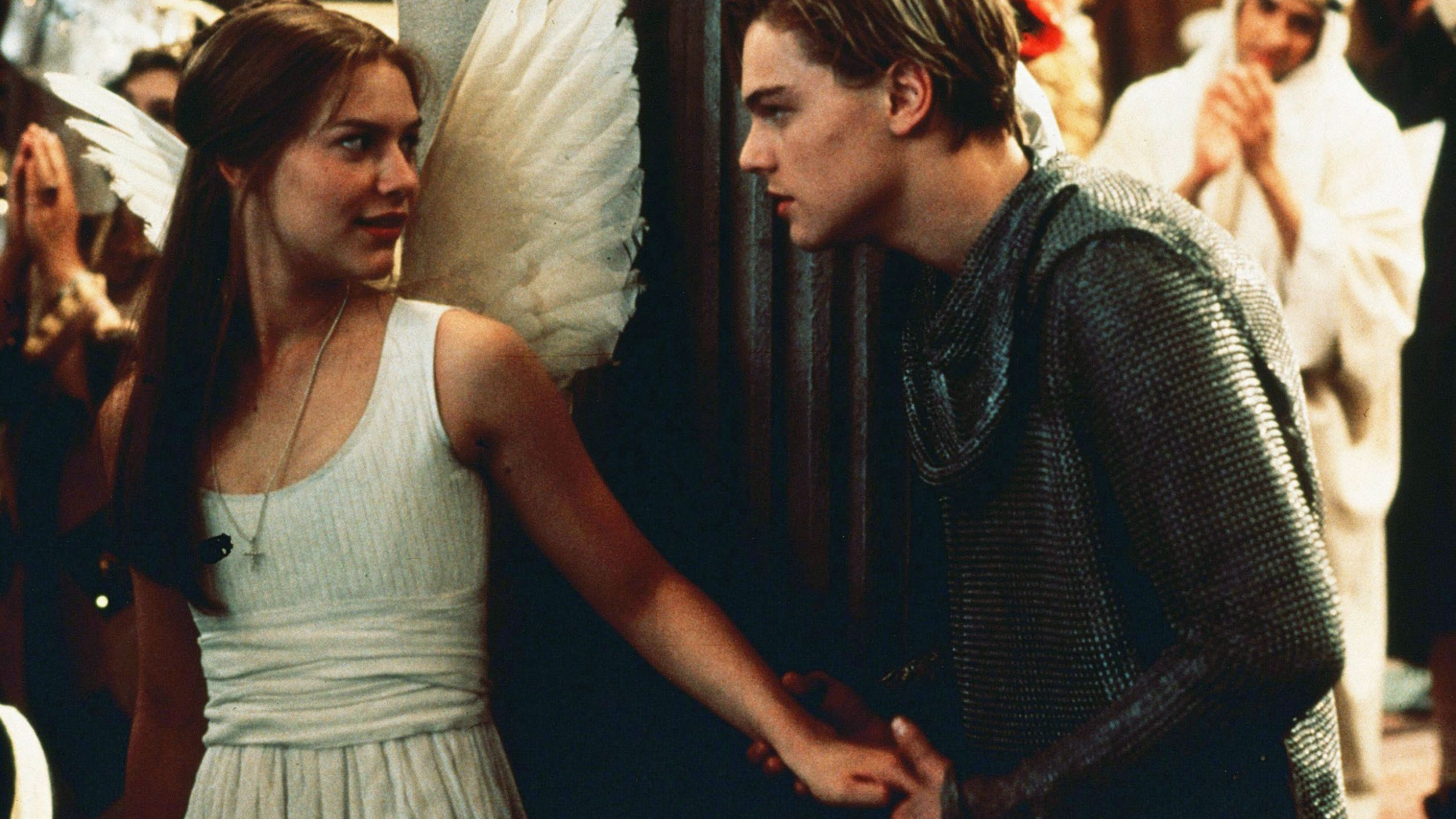












































**ALL MARKETING IS STORY  
TELLING**



# Corona<sup>®</sup> Extra

Find your beach.

Corona  
Extra

LA CERVEZA MAS FINA

35.5 cl / 1350 ml e      Alc. 4.5% Vol.

IMPORTED BEER      BIÈRE IMPORTÉE

Brewed in Mexico / Brassée au Mexique par / Brewed in Mexico by  
CERVECERIA MODELO, S.A. DE C.V.  
MEXICO, D.F.





**WHOPPER<sup>®</sup>**



**BIG MAC**





# WHOPPER

# BIG MAC





MARKETING

**FROM THE INSIDE OUT<sup>®</sup>**







**MISSION  
VALUES  
VISION**





**CULTURE OF A-PLAYERS**





**REMARKABLE DELIVERY**





# RAVING FANS



**RAVING FANS**

**REMARKABLE DELIVERY**

**CULTURE OF A-PLAYERS**

**MISSION  
VALUES  
VISION**

**BRAND**



# HOW TO EMPOWER YOUR MARKETING WITH STORY













13  
ST

BANANA

WHOLE MILK  
CONDENSED MILK

Bluebird  
Coffee  
13  
ST



























**FIND YOUR STORIES**



LOOK FOR GOOD STORIES  
THAT ARE ALREADY BEING  
TOLD





SOLID FORM





EMPOWER STORIES THAT  
NEED TO BE TOLD







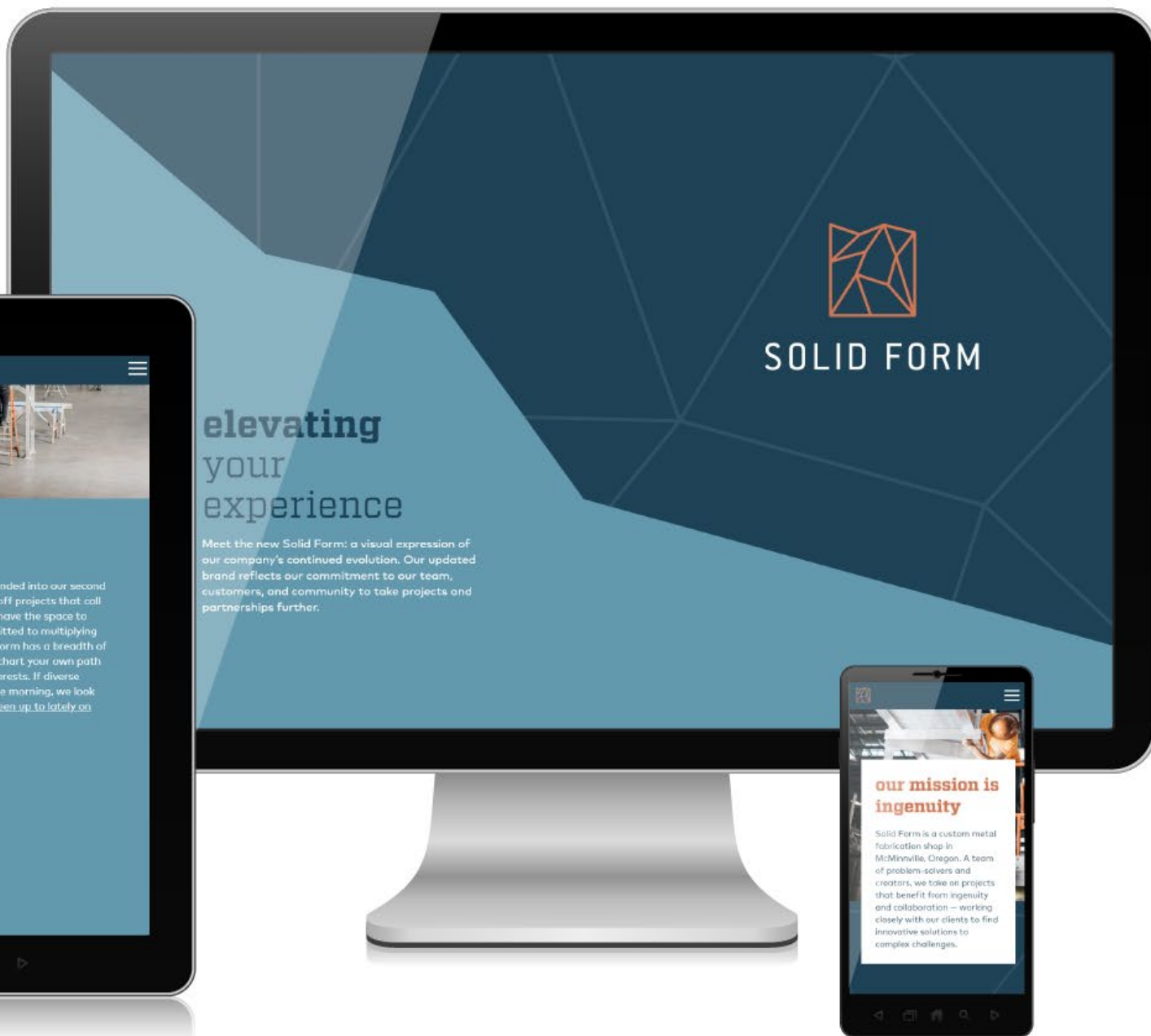
**CREATE A DISCIPLINE OF STORY  
TELLING**





### grow with us

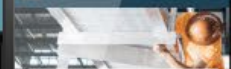
It's an exciting time for Solid Form: We just expanded into our second building, invested in new equipment, and kicked off projects that call for our full range of capabilities. This means we have the space to grow our team of innovators. We are also committed to multiplying career opportunities in the skilled trades. Solid Form has a breadth of professional opportunities available, so you can chart your own path forward based on your unique strengths and interests. If diverse challenges and complex projects get you up in the morning, we look forward to hearing from you! (See what we've been up to lately on Instagram.)



SOLID FORM

## elevating your experience

Meet the new Solid Form: a visual expression of our company's continued evolution. Our updated brand reflects our commitment to our team, customers, and community to take projects and partnerships further.



### our mission is ingenuity

Solid Form is a custom metal fabrication shop in McMinnville, Oregon. A team of problem-solvers and creators, we take on projects that benefit from ingenuity and collaboration — working closely with our clients to find innovative solutions to complex challenges.









**YOU'RE GOING TO HEAR SOME  
GREAT STORIES TODAY**



LET'S GET STARTED!