

Keynote Speaker: Valerie Garcia:

- Current Marketing Trends:
 - Personalization
 - Influencers
 - Disruptive
 - Omni Channel
 - Artificial Intelligence
 - User Generated
 - Video
 - Chatbots
 - Seamless
 - Brand Purpose
- The cycle of new things: This is stupid/why is it useful? → Exciting → Boring/Normal (ex. Smartphones)
- The word that we don't hear enough in marketing trends is REAL
 - Real is where the value is
 - AI does not do "real"
 - Real People
 - Our brains are programmed to recognize real people first. When we are scrolling through our phones, we are more likely to stop when we see other human faces.
 - Marketing that includes REAL people is so much better.
 - Now, real stands out.
 - As you look at your marketing, how are you going to use real people, real stories, real emotions?
 - Real Problems
 - Clients are looking for real solutions
 - Real Emotions
 - Emotions are some of the most powerful emotions that make us human. AI can't do emotion.
 - Allows you to relate to others, even in advertising
 - Great stories compel people to change..
 - The way we feel
 - The way we think
 - The way we act
 - The way we behave
 - If you want someone to do something, you need to make them feel something. Then, that will change the way they think. That will prompt action. Action changes our behavior.

- People are going to remember what you say when you involve emotion - more specifically, positive emotion. People will be more likely to relate to you and remember you.
 - AI can't do this.
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- Real Talk
 - Sometimes we have to tell it how it is & call out the truth.
 - All of our clients have hard, difficult things going on.
- Real Simple
 - Make it simple as possible & provide simple solutions.
- Real Clear (Next Steps)
 - Tell people what their very clear next steps are to solve their very real problems.
 - Clear pain points | clear path forward
 - We assume people know to call you, visit your website, talk - we assume they know what the next steps are, but they don't.
 - This is your pain point, and we will solve your problem.
 - People want choice, but we want to make it a very clear choice.
- Barack Obama quote
- "What real thing is keeping them stuck? How are you speaking to that with real emotions, simplicity, and clarity? What real results would that offer them?"