

## Frank Luntz

Pollster and Communications Expert

**Focus On Your Organization.** Organizations worry about their bottom line, but sometimes forget that bottom lines are often affected by how their customers and vendors perceive their products or services. And many organizations or companies ignore this at their peril. But changing attitudes and opinions is difficult. That is where renowned pollster Frank Luntz comes in. Dr. Luntz will bring your customers to you. He can conduct a focus group in front of any size audience. There is perhaps no better way to "get employees on board" than to let them listen directly to what their customers think. Dr. Luntz uses cutting edge technology to show the audience, in real time, exactly how customers react to company communications. From ad testing to sales training to virtually any other interaction with customers, it is impossible to ignore the impact of these sessions on their audience.

**It's Not What You Say, It's What People Hear.** What's behind winning campaign slogans and career-ending political blunders? Why do some speeches and advertising campaigns resonate and endure while others are so quickly forgotten? The answers lie in the way words are used to influence and motivate, the way they connect thought and emotion. In this engaging and humorous presentation, based on his book, *Words that Work*, Dr. Frank Luntz shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. He'll tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." He offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With advice like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential.

**What's REALLY On The Mind Of America.** Most public opinion experts can only tell you what they think is on the minds of ordinary Americans, but Dr. Frank Luntz lets ordinary Americans speak for themselves. Through thousands of hours of intense direct response/focus group dial testing, Dr. Luntz has his fingers on the pulse of every issue Americans talk about today. Dr. Luntz will provide expert insight and analysis that can help you, the business leader, the politician, or just the average citizen, understand the thoughts and feelings of the average American.