

Al Ries

Celebrated Marketing Strategist and Best-Selling Author

The Immutable Laws of Marketing and Branding. Based on his decades of experience, Al Ries discusses the immutable laws of marketing and branding in a presentation tailored to her audience and its industry. He also discusses how the internet, including social media, plays a role in today's marketing and how organizations can effectively use these tools to their advantage.

You Narrow the Focus. Al and Laura Ries make sure that their seminars are visually focused. They use up to 300 slides per hour, which adds up to 1,800 slides in an all-day presentation, which totals 900% more information imparted by the typical speaker. Their tailored, carefully edited slide list of images and key ideas makes watching their presentation feel like watching a movie. And they deliver suspense, comedy, intrigue and education, completely revolutionizing the traditional marketing seminar. No two speeches are exactly alike. Using examples from a wide variety of industries around the world, Al and Laura Ries discuss and illustrate the laws and principles of positioning, marketing and branding, all of which have made their own business bolder and better.

Starbucks narrowed its focus to high-end coffee and became the world's largest coffee chain. Dell Computer narrowed its focus to personal computers "sold direct" and became the world's largest PC manufacturer. BMW narrowed its focus to "driving" and became the largest-selling European luxury car in the US Focus is the key to successful brand building in today's ultra-competitive marketplace, and Al and Laura Ries give presentations that embrace and apply the right focus for clients and audiences.