

Joel Makower

Chairman and Executive Editor

From Here to Sustainability. Nearly every company is assessing itself through the lens of environmental responsibility. For a handful of leading companies it involves asking the question: “How do we compete in a world in which energy, water, materials, and toxicity are constraints to growth?” Today, being green is not just about “doing less bad” or “greening the bottom line.” It’s about reducing risk — supply chain, reputation, financial and more. It’s about growing the top line through innovation, new markets, increased productivity, customer loyalty, and increased ability to attract and retain talent. I tell how leading companies aligning sustainability with business value. What You’ll Learn

- What’s driving environmental issues to rise to the top inside the world’s biggest companies
- Strategies leading companies use to harness green thinking to create business value
- “How good is good enough?” when it comes to company environmental performance
- The challenges of communicating for environmental leaders
- How a new breed of green innovators is transforming markets

The VERGE Opportunity. A convergence is taking place among energy, information, building and vehicle technologies, representing one of the next great waves of business innovation — and a boon to the environment. This mash-up of clean technology, sustainable business, and smart everything is creating vast opportunities for companies to develop ultra-efficient and innovative products, services, and business models for companies, cities, and consumers. It’s one of the most significant drivers of business innovation and strategy. What You’ll Learn:

- Why the VERGE economy is happening now, what it means, and who’s involved
- The new business opportunities for both technology and non-technology companies
- How VERGE will increasingly impact business operations and career paths
- The new value chains and knowledge networks that will increasingly shake up markets
- Where the VERGE economy is headed and how to prepare for it

The Green Marketing Conundrum. Green marketing is a challenge, as companies try to cash in on perceived public interest in products deemed to be better for the planet. How do you sell “green” in a world with a seemingly insatiable appetite for more stuff? In a world in which Walmart, GM, and GE are waving the green flag, how can marketers be heard—and believed? Joel offers tales from the trenches, the latest trends, and insight and inspiration to help marketers survive and succeed in this confusing marketplace. What You’ll Learn:

- Is green consumer concern a passing fad or the way of the future?
- The great, green chasm — why consumers often say one thing and do another
- Unmarketing — why it’s sometimes better to do more and say less
- Who’s doing it right, and why
- The biggest green marketing mistakes and how to avoid them

Joel is a skilled host and moderator, regularly called upon to conduct on-stage or on-camera interviews, or to host lively and intelligent discussions with executives and thought leaders — in-person, on video, and online. He also serves as emcee of events, harnessing his talents as an engaging host, a nimble thinker, and a quick wit to create

experiences that rise above "conference as usual."

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