LAI Leading Authorities, Inc.

Johnny Cupcakes

Award Winning Entrepreneur, Brand Loyalty & Innovation Expert: Thousands Have Johnny Cupcakes Logos as Tattoos!

Building Brand Loyalty & Memorable Experiences. With each new launch the hysteria around the 'Johnny Cupcakes' brand continues to conquer the globe. The reaction goes from 10 block queues as anxious fans await for the shop to open to Cupcake tattoos, yes, permanent ones. In this awe-inducing presentation Johnny will educate you on how you too can create a wave of loyalty and obsession around your products, your business and within your teams through the power of social media & experiential branding.

Inspiring Team & Customer Culture. We talk about 'word of mouth' advertising as the holy grail of brand expansion, but countless businesses forget the word of mouth generated internally and by their team and externally by their customer base. There is no one that understands the mindsets of the customer than Johnny Cupcakes. In this dynamic presentation he will inspire leaders to create a culture of 'brand obsessives', team members who will shout about the company values and engage with the brand on a deep level; resulting in loyal teams and bowled- over customers.

Finding A Way. So many ideas, so little resources! Some of the biggest business success stories were the product of dollar coffees and a loving parent's garage – including Johnny Cupcakes. So if you have the drive then this presentation will show you and your audience how to get behind the wheel and steer your organization into new territories and gently away from old ways! With utter conviction and complete passion Johnny will talk leaders, entrepreneurs, marketers, and sales teams through the lessons he has learned on his journey to global domination – and arm them with easy to apply strategies for making their dreams a reality. Johnny shares dozens of ingredients to success, including the power of details, collaboration, and the art of rolling with the punches while learning to adapt.

Virtual Presentation. Award winning Willy Wonka of Experiential Marketing engages virtual attendees to reinvent themselves by developing a permanent sixth sense in solving problems with a creative entrepreneurial mindset. Johnny Cupcakes has experience giving virtual keynote talks while bringing his signature contagious energy topped off with a few surprises, like custom collaboration merch mailed to each attendee. As there is no travel involved in a virtual speaking engagement, Johnny offers a reduced fee as it allows him to spend more time with his baby cheeseburgers aka his twin daughters!

Custom Merchandise. Hit home the importance of surprise and delight by gifting attendees with custom collaboration Johnny Cupcakes t-shirts. The Johnny Cupcakes team will concept, design, and produce cozy, memorable event t-shirts nested inside Johnny's signature pastry box packaging!

At the end of Johnny's presentation, a miniature Oprah moment can be had, "YOU GET A T-SHIRT! AND YOU GET A T-SHIRT! AND YOU GET A T-SHIRT!" And for virtual presentations, these t-shirts can be mailed out to individuals.