



# Tight budgets, stiffer competition, plenty of new media choices

Your members are looking for new ways to communicate effectively and market successfully

If you're responsible for creating a conference agenda that will engage and entice members ... or if you're looking for a speaker to deliver interesting and valuable content in a workshop, think marketing and branding, and call Jennifer.

Most companies have a continual need for effective marketing strategies and fresh insight, whether they're private or public, for profit or non-profit. Business organizations can provide significant value to their membership by presenting keynote talks or conference sessions on marketing.

*"You are brilliant in your approach, organized in a way that people can actually get insights into what they are about in their business, and who they are for their customers. Anyone with a commitment to succeeding in business should consider your program as essential to their success."*

—Chris Jones, Partner  
Trusted Pet Partners

## Real world examples

Whether it's a half hour overview for a luncheon meeting, or a one- or two-hour conference presentation, audiences leave with fresh ideas, a new perspective on marketing, and tactics they can put into action immediately.

## Even more value for members

Some membership organizations have scheduled Jennifer for a half-day or full-day brand workshop. By charging a fee to attend, the organization earns revenue while providing added value to members.

Content can be customized for the industry or membership organization. Group sizes range from 15 to 40.

**To book a speaker your members will rave about, contact Creative Company at 1.866.363.4433 or email [optimize@creativeco.com](mailto:optimize@creativeco.com)**





# “You hit it out of the park! Feedback has been wonderful!”

When Jennifer speaks, audiences respond.

“Thank you ... We very much appreciated Jennifer’s presentation. I know that our office has received many compliments on Jennifer’s session and event as a whole.”

—Kelly Stevens-Malnar,  
State of Oregon, Training Coordinator,  
regarding the Governor’s Marketplace conference



Jennifer Larsen Morrow continues to energize and enlighten audiences around the country with her never-boring talks on branding and marketing. Whether it’s the one-day marketing workshop,

a keynote talk at a lunch meeting, or a two-hour presentation at a conference, audiences respond.

Learn more on our website at:  
[creativeco.com/speaker](http://creativeco.com/speaker)

“The information spurred my creative thoughts and I have a number of new ideas to try. There were lots of ideas, research and trends. And conversation was encouraged!”

—Ellen Montague,  
Cascade Bodyworks,  
BrandACT 2010

“We were able to really see how we created and spoke our business from what we wanted to tell people instead of what customers were looking for. We have already begun implementing basic changes in our website and presentations and people just seem to “get it” better.”

—Ken Sipes, Partner,  
Trusted Pet Partners,  
BrandACT 2010

## Topics include

- > 5 Vital Questions to Transform Your Marketing and Boost Your Business
- > Effective Marketing for Nonprofits
- > Generational Marketing
- > Identify Your Audiences First ... Then Build Your Brand
- > Inbound marketing: Turn your website into a business magnet
- > Better Marketing = Bigger Sales

## Jennifer has spoken to

Oregon Telecommunications Association and Washington Independent Telephone Association | SEDCOR | National Council for County Association Executives | Travel Salem | KissPDX | ORRA (Oregon Refuse and Recycling Association) | National Marketing Conference for NTCA (National Telecommunications Cooperative Association) | GOSGMP – Greater Oregon Society of Government Meeting Professionals | Salem Area Chamber of Commerce | McMinnville Area Chamber of Commerce | McMinnville Downtown Association | Association of Oregon Recyclers | Governor’s Marketplace Conference for Small Business (three times) | BITS (Business and Industry Technical Services), | Clackamas Chamber of Commerce | Hillsboro Chamber of Commerce | Keizer Rotary | PNACAC – Pacific Northwest Association of College Admission Counselors | NACAC – National Association of College Admission Counselors | Oregon Health Care Association | Oregon Winegrowers Association | Oregon Gourmet Foods Association | Oregon Association of Nurseries | Food Innovation Center | SMPSSociety for Marketing Professional Services | Chehalem Chamber of Commerce | Keizer Chamber of Commerce | National Association of Counties | Utah Association of Counties | Oregon Dry Cleaner’s Association | Salem Business Development Center | International Facilities Managers Association, Oregon Chapter | Oregon Remodelers Association |

... and more

## Credentials

Jennifer Larsen Morrow trained as a graphic designer and founded Creative Company, Inc. in Salem, Oregon in 1978 with two partners. By 1983 she was running the company, growing from a small ad agency to a regional leader in branding. Now based in McMinnville, Creative Company provides brand strategy, positioning, design, implementation and management to clients on the West Coast and across the country. The company has earned hundreds of awards for their work in marketing and design.

## Booking Jennifer

To schedule Jennifer for a conference, meeting or workshop contact Jennifer Morrow, Creative Company, Inc. 1.866.363.4433 (toll-free) or email [jlmmorrow@creativeco.com](mailto:jlmmorrow@creativeco.com). Visit the Creative Company website at [creativeco.com/speaker](http://creativeco.com/speaker) for more information.

Fees vary based on location, number of attendees, amount of customization of material and time required.