

TIM J ARNOLD

Marketing Futurist

Illuminating speaker
giving new perspectives
on Marketing in a social world

Today's marketing efforts should build business confidence, grow profitable sales and keep customers engaged and connected to us. Yet more often than not, traditional marketing methods are just not cutting it in today's digital marketplace. As a Marketing Futurist and Business Speaker, I look beyond a set of processes and absorb the best of current academic thinking into a strategy that embraces 21st Century changes to deliver brilliant results.

*I've called this futuristic joined-up approach **Marketing Consilience** – a new approach to marketing in a social world*



'You'll never look at marketing in the same way again'

THE PERSON

Tim Arnold is a sought-after conference speaker who has 40 years experience in business and as a senior marketing expert.

For much of Tim's career he has enjoyed success as a serial entrepreneur.

He is co author of **The Marketing Director's Handbook**.

He is an engaging and thought provoking speaker.



'As well as being brilliant with marketing having you around means I have to do less explaining to the team, they seem to listen to you more'



THE PRESENTATIONS

The overriding aim is to promote better marketing practice and to stimulate and enthuse all those involved. In practice the engagements fall into these categories;

HOW THE CUSTOMER THINKS AND BEHAVES

Thought provoking ideas on how to develop your marketing around the customer

WHAT'S IN A BRAND

Understanding the difference between a product and a brand .

How and why branding works.

MARKETING CONSILIENCE

Re-defining Marketing in a social world .An introduction the new understandings about the human brain and behaviour

MARKETING IN THE DIGITAL AGE

How best to integrate the new technologically driven media and the traditional media

BESPOKE SPEAKING

Of course as a marketing person who preaches customer understanding above all else then creating bespoke presentations and papers for given clients goes without saying.

Tim would be pleased to discuss your specific needs.

To re-fresh your Marketing book Tim J Arnold

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