



P.O.Box 86336
Baton Rouge, LA 70879-6336
225.755.8763

Press Release

For Immediate Release

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Contact: Nancy Carter
Executive Director
smesec@eatel.net

Phone: (225) 755-8763
Fax: (225) 673-2449
Web: www.smeibr.org

SMEI-BR Hosts Nationally-Recognized Author and Branding Expert

Bruce Turkel is an advertising and branding expert who helps make his clients' brands more valuable. He has worked with hundreds of clients including Nike, Discovery Channel, HBO, American Express, Hilton, Alamo, and Burger King. He has written thousands of headlines, and designed even more print ads, television spots, websites and campaigns. Bruce has spoken at MIT and Harvard, been heard on NPR and CNN and featured in Fast Company and Communications Arts Magazines. He has published three books on advertising and marketing including his latest – Building Brand Value. Why has he done all this? Bruce says it's simple: "I don't play the harmonica that well."

Join the Sales and Marketing Executives International of Greater Baton Rouge (SMEI-BR) on Thursday, May 15, 2008 at the Sheraton Atrium from 11:00 a.m. until 1:00 p.m. as it hosts Bruce Turkel, CEO/Executive Creative Director of TURKEL advertising agency and brand management consultancy based in Miami, Florida. In this practical and humorous presentation, Bruce reveals his method for creating great messages – or, as he calls them – BRAIN DARTS. Bruce breaks the process down to seven key points ... which he promises can each be expressed in only three words!

After serving time at several agencies Bruce started what would become the brand management firm TURKEL in 1983. Built on the belief that advertising should be well-designed, simple to comprehend, and fun to create – TURKEL continues to break new ground with innovative and creative work honored by Communication Arts, the Art Directors' Club of New York, Clio and the One Show as well as other accolades.

Don't miss Bruce's presentation on "Brain Darts!" Individual luncheon tickets for non-SMEI members are \$35. Tables of ten are available for \$325. Reservations can be made by calling (225) 755-8763 or emailing smesec@eatel.net. There will also be a breakout session held from 1:30-2:30 p.m. where Bruce will go deeper into the branding theme and address participant's specific branding concerns. Tickets for the breakout session are \$15 for non-SMEI members. The deadline to register is Monday, May 12, 2008. Seating is limited, so make your reservations early. Please call Nancy Carter, Executive Director at (225) 755-8763 for additional information.



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LUNCHEON DETAILS:

- Speaker: Bruce Turkel, author of Building Brand Value and CEO/Executive Creative Director of Miami based TURKEL Advertising Agency and Brand Management Consultancy
- Topic: "7 steps to Building Brand Value"
- Date: Thursday, May 15th, 2008
- Time: 11:00 a.m. check in and networking
11:30 a.m. - 1:00 p.m. program
1:30 p.m. – 2:30 pm. breakout - "Creating YOUR Brain Dart"
- Location: Sheraton Convention Center Hotel Atrium
102 France Street, Baton Rouge, LA
- Cost: FREE for members of SMEI; guests \$35; tables of 10 \$325
Breakout Session: \$10 SMEI members; \$15 guests

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