

Introduction for Presentation on Innovation

David Saxby is an expert who knows marketing and business innovation. A former creative director and president of a 20-person, leading Canadian full service marketing firm. He is also the CEO of 3 additional marketing firms, Vincom Group that helps international wineries brand and promote their products, Following the Equator that works with property developers in Central America to promote their projects and Purple Feet Inc. an Alberta wine and spirits import agency.

His clients have included: Canada's second largest cable company, Canada's largest brewery, several of Western Canada's leading land developers and real estate firms, as well as numerous professional practice firms: legal, financial, medical, architectural and engineering.

He is a past National Director of CAPS (the Canadian Association of Professional Speakers), a past Chair of the Calgary's "Small Business Week" and a past Board Member of the Calgary Chapter of CPSA (Canadian Professional Sales Association).

David has travelled the globe for more than 30 years, delivering presentations to thousands of business people, ranging from home-based entrepreneurs to senior executives and professionals.

An entrepreneur, professional speaker, business consultant David's presentations focus on three core areas: Innovation, Sales and Marketing. He is the co-author of 4 books, *Customer Service Goldmine*, *Sales Gurus Speak Out* (published internationally in 3 languages), *Quantum Success and Foundational Success*.

Please help me welcome David Saxby with his presentation

"Ignite Innovation"

Short Introduction for David Saxby

A catalyst to innovative strategies, David Saxby, of Spark Communications Inc. works with clients on innovation, sales and marketing.

Co-author of ***Sales Gurus Speak Out*** and ***Customer Service Goldmine***, he has built several successful business ventures over the past 30 years.

In his presentation, David combines lessons from his expertise as a creative director, in the advertising world, with his leadership insights from his experience as a leader in numerous organizations.

To show us how to ***Ignite Innovation and Turn Ideas Into Action***, please welcome David Saxby.

David Saxby Intro for Entrepreneurs

David Saxby, President of Spark Communications Inc., is an entrepreneur, professional speaker, business consultant and coach.

David has successfully built several successful marketing firms in Western Canada. He started his first marketing communications company at the age of 23 and grew it from one man to a 20 person marketing communications firms during a major recession.

Today David is president of 4 business ventures:

Spark Communications Inc. focused on professional speaking, and consulting. Following the Equator attracting investors to real estate investments in Central America. Vincom Group Inc. focused on marketing for international wineries. Purple Feet Inc. an Alberta wine and spirits import agency.

As a speaker he has delivered over 2000 presentations in the past 20 years to thousands of business people, ranging from home based entrepreneurs to senior executives and professionals.

David is a Past Chair of Calgary's Small Business Week and a Past Calgary Chapter President and a Past National Director of CAPS (the Canadian Association of Professional Speakers).

He is an author of 4 books; ***Customer Service Goldmine, Sales Guru's Speak Out, Quantum Success and Foundational Success***

David's presentations focus on three core areas:

Innovation, Sales and Marketing and Presentation Skills.

His presentation today is called: **Ignite the Entrepreneurial Within**

David Saxby Intro Sales & Marketing

David Saxby is a professional speaker, consultant, business coach and a Sales and Marketing Strategist. He has gained a reputation as a catalyst to breakthrough strategies for clients across the globe.

David's presentations focus on three core areas:
Innovation, Presentation Skills, and Sales and Marketing.

David has successfully built several full service marketing firms in Western Canada. For over 25 years he has been delivering presentations to business people, ranging from home-based entrepreneurs to executives of Fortune 500 companies.

David attributes his success to 3 things:

- 1) Developing his presentation skills to attract business
- 2) Continual learning
- 3) getting fired

He is past Chair of the Calgary's "Small Business Week," and a past National Director of CAPS (the Canadian Association of Professional Speakers).

He is the author of **four books, *Customer Service Goldmine, Sales Gurus Speak Out, Quantum Success and Foundational Success.***

David Presentation today is ***Ignite Powerful Sales and Marketing Strategies to Grow Your Business.***

Please help me welcome David Saxby

David Saxby, President of Spark Communications Inc., is an entrepreneur, professional speaker, business consultant and presentation coach.

David has successfully built several successful marketing firms in Western Canada. He started his first marketing communications company at the age of 23 and grew it from one man to a 20 person firm. He attributes much of his success to learning presentation skills early in his career.

His speaking career began by enrolling in a course to overcome his fear of public speaking. Since then he has delivered over 2000 presentations in the past 30 years to thousands of business people, ranging from home-based entrepreneurs to senior executives and professionals. In addition to his speaking career David has been an actor, musician, director, producer in musical theatre.

David is a Past-President of one of the largest Calgary Toastmasters clubs, Past Chair of Calgary's Small Business Week and a past National Director of CAPS (the Canadian Association of Professional Speakers).

He is an author of 4 books; ***Customer Service Goldmine, Sales Guru's Speak Out.*** (for sale today \$24.95 each \$40.00 for two)
Quantum Success and Foundation Success

David's presentations focus on three core areas:
Innovation, Sales and Marketing and Presentation Skills.

His presentation today is called:

Add Spark to Your Sales Presentations

Transform Yourself into a More Persuasive Presenter & Win More Business!

Intro for David Saxby –Strategic Alliances

President of Spark Communications Inc., is a sales and marketing expert, entrepreneur, professional speaker, and business consultant.

A graduate of the Alberta College of Art & Design, David began his career in advertising as an illustrator and designer and art director.

David started his first company at the age of 23 and grew it from a one man creative studio, to one of the leading Western Canadian marketing communications firms.

He attributes much of the success of his businesses to three things:

- 1) getting fired
- 2) developing an innovative approach to marketing and
- 3) creating strategic alliances

Today David is the driving force behind Spark Communications Inc. and the president of two other marketing companies that grew out of strategic alliances: Vincom Group Inc. and Following the Equator.

David is a founding board member and Past-President of the Western Canadian Chapter of CAPIC (the Canadian Association of Photographers & Illustrators in Communications). He is Past-President of the Calgary Chapter and a past National Director of CAPS (The Canadian Association of Professional Speakers).

He is a co-author of three books; *Customer Service Goldmine and Sales Guru's Speak Out and Quantum Success!*.

David believes that there is a tremendous opportunity for business people to develop business through strategic alliances. Several of his strategic alliances have existed for over for over 15 years and have generated as much as 50% of his business revenue.

His presentation today, is aimed at providing you with insights into how you can build brand recognition and grow market share through strategic alliances.

Please welcome David Saxby with his presentation:

BUILDING STRATEGIC ALLIANCES TO PROMOTE YOUR BRAND AND GROW YOUR MARKET SHARE

David Saxby Introduction for Presentation Skills

David Saxby, President of Spark Communications Inc., is an entrepreneur, professional speaker, business consultant and presentation coach.

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He is an author of two books; ***Customer Service Goldmine*** and ***Sales Guru's Speak Out.*** (Sales Gurus Books - for sale today \$24.95)

David's presentations focus on three core areas:

Innovation, Sales and Marketing and Presentation Skills.

His presentation today is called:

Add Spark to Your Sales Presentations: Transform Yourself into a More Persuasive Presenter & Win More Business!

David Saxby, Spark Communications Inc. Not-for-Profit Introduction

A former creative director, a professional speaker, and a marketing strategist David began his speaking career in the volunteer sector over 20 years ago.

Since then he has delivered presentation volunteer and not-for-profit organizations ranging from professional associations, to health care and the culture & arts sectors. In 2007 he was a keynote speaker at The Association for Fundraising Professionals Western Conference.

David has been a leader with numerous volunteer organizations:

- Past Vice-president Edmonton Jaycees (Junior Chamber of Commerce). "It was through Jaycees David got his start as a speaker."
- Past President Front Row Centre Players Musical Theatre Group
- Board member Alberta Ballet (marketing & fundraising)
- Past Chair of the Calgary Chamber Business of the Arts Committee. Ran the first ever Fundraising School seminar for the Calgary Arts community
- Past Chair of Calgary Small Business Week
- A founding Board Member of the Calgary Chapter, a Past Chapter President (two terms) and Past National Director of CAPS (the Canadian Association of Professional Speakers)

He is the co-author of 4 books, Customer Service Goldmine, Sales Gurus Speak Out and Quantum Success (a fundraiser for Huntington's Foundation) and Foundational Success

He is here today to share some lessons learned (some the hard way) as well as some tips, and strategies on leveraging the power of the internet and social marketing.

Please help me welcome David Saxby with his presentation:

**Marketing in the New Millennium: Integrating Social Media
You're your Marketing Plan for Not-for-Profit Organizations.**