

ABOUT ANTHONY REEVES

Organization	NA (ex- Amazon, LVMH, WPP, big-four consulting)
Position/Title	Founder, Partner & CEO. Ex Global Director (Amazon), Global CMO (LMVH), Global CCO (Publicis and WPP)
Presenter Bio	<p>Anthony has been at the forefront of business leadership and marketing/advertising for over 20 years. Beginning his career with BBDO and VMLY&R in Australia and New Zealand, then to Publicis, Amazon, LVMH and WPP with Nth. America and Global roles.</p> <p>He is an internationally-acclaimed thought leader and business futurist. He lives at the center of leadership, customer obsession and driving change for Growth. Anthony's work in leadership, marketing, eMarketing (Amazon) and creativity has been covered by <i>The WSJ</i>, <i>Forbes</i>, <i>Fortune</i>, <i>NYT</i>, <i>Adobe CMO</i>, <i>The Guardian</i>, <i>CNBC</i>, <i>CES</i>, <i>Digiday</i>, <i>The Drum</i>, <i>Politico</i>, <i>Live (Russia)</i> and <i>Kampanje (Nordics)</i>.</p>

ABOUT THE PRESENTATION

Co-Presenter	No
Presentation Title	The Growth Leader
Conference Track	Leadership to build growth companies.
Presentation Format	Traditional
Synopsis	<p>Business in the future will be People First, and Strategy Second. But how do you balance the two, and get teams aligned on the future direction?</p> <p>During an extended stint at (and now a consultant for) Amazon, the company went from just over \$300 a share to \$2100 (now \$3000+), and the department - where I was a Global Director - went from a revenue of just over \$1B to around \$20B. What I learned at the high-growth tech platform - as well as at LVMH, WPP, Publicis etc - reshaped how I think about a) leadership and growth, b) building teams and</p>

	<p>organizations, c) the values, principles and culture, and d) the mechanisms and reporting.</p> <p>The Leadership for Growth focuses on Building Growth Businesses and brings in career-defining stories and practical knowledge sharing. Importantly I always deliver clear takeaways and can-do's.</p> <p>Leadership for Growth will cover the '8 Steps to Building a Growth Culture'. This is Anthony's flagship program, built on what I learned at Amazon, that has been experienced via small C-Suite round tables to full-scale auditoriums. It is perfect for sales and marketing conferences, industry events, and client engagement sessions.</p>
<p>OBJECTIVES 3 to 5 key points to be learned</p>	<p>By attending the session, you will learn about:</p> <ol style="list-style-type: none"> 1) How business can not only Stay Alive, but Thrive in an innovative manner 2) How to avoid becoming stagnant and in a state of Day Two. Most importantly, how to gain tailwinds 3) How to keep teams engaged and innovative through culture. And how to help avoid the Fear of change
<p>Presentation Relevance</p>	<p>Today's leadership landscape is plagued by templated, "quick fix" solutions that fail to answer the key business questions most companies have. And while many authors and books claim solutions, many aren't based around hands-on, and in-depth experience</p> <p>The aim of this session will be to help companies identify and understand what information is most relevant to THEIR business, and how other growth companies including Amazon built tools and mechanisms to grow.</p> <p>These approaches will help save companies and leaders, and by reaffirming that you don't need to "boil the ocean" when it comes to trying to gain a competitive edge.</p>
<p>How they will engage the audience</p>	<p>After being almost fired from Amazon after 60 days, Anthony bring real stories to life in a dynamic, engaging and thought-provoking manner. This presentation is not about selling books, it is about keeping businesses alive, kicking and growing. Many of the ideas are based on how F10 companies</p>

ANTHONY REEVES

	(Amazon, Walmart, LVMH, L’Oreal etc) continue to thrive. Real-life facts, hard truths and stunningly simple takeaways.
Presentation/Teaching Style	Warm, engaging style based on conversational approach that cites real world examples to help make my subject matter easily digestible and relevant.
Target Audience	Leaders, EVP/SVP, Directors and decision makers
IABC Global Standard principles	
Career levels	Leaders, EVP/SVP, Directors and decision makers

Presenting Experience	
	Anthony Reeves
Presented 35x in 3 years?	Yes
Presented this in last year?	Yes
Presentation Revisions	The talk tracks and case studies presented in my session are constantly updated based on what is happening in-market and based on the current media landscape. I rarely present the same case studies more than once to ensure the subject matter remains fresh and up-to-date.
Presented to 200+?	Yes
Max Audience	3000
Event Name	DMEXCO
Date	
Location	Cologne, DE
Audience Size	
Length	

ANTHONY REEVES

Pre-Event Preparation

To understand the needs of your audience and prepare relevant content, we will:

- Send you a questionnaire to help understand event goals and audience needs
- Attend pre-event phone call(s) with your event planning team to review event themes and align presentation content
- Speak with audience participants to gain additional insights (if appropriate)

WORKING WITH ME:



Drawing on experiences leading companies, I invest time to interview both you and your audience to uncover the topics allowing the his presentation to resonate.



Blending thought-leadership and experiences, I work with a team of visual, sound and video designers to deliver a experience that audiences will keep talking about for years to come.



A humble & relatable storyteller, I frame modern issues with true anecdotes F10 to F250 brands. I believe presentations should be built from hands-on insights and humor.



Solutions are worthless without execution. Audiences receive a plan-of-action at the end of each presentation. I am generally open for post-presentation discussions to further engage audiences.

[COMPANY.Company] will provide an initial draft of our speaker’s presentation content on [DATE TO PROVIDE DRAFT].

We will incorporate your feedback on our initial draft and send a final version on [DATE FINAL VERSION TO BE DELIVERED]. We will also provide a speaker bio by [DATE SPEAKER BIO PROVIDED] for inclusion in your promotional materials.

At-Event Participation

Our speaker will deliver a presentation at your event on the scheduled date and time detailed in the “Event Overview” section. Our speaker will attend the event sessions you identify and network with your audience members (pre- and post- as travel allows). In addition, our speaker will attend any ancillary events – such as receptions and dinners at your request. We will discuss specific on-site expectations during our pre-event planning call(s).

Post-Event Review

Following your event, we will schedule a close-out call to review your perceptions of the event and also of our presentation. We ask that you supply any feedback you receive from audience members on our presentation. In addition, we will provide you insights gained from our speaker’s discussions with your attendees that might be useful to you for business development or customer retention purposes.

ANTHONY REEVES

Event Overview

Key Event Facts

Based on our initial review of your requirements, we have discerned the following key facts about your planned event and our presentation:

- Name of Event: [NAME OF EVENT]
- Location of Event: [LOCATION OF EVENT]
- Title of Our Presentation: [PRESENTATION TITLE]
- Date and Time of Our Presentation: [DATE AND TIME OF PRESENTATION]

In addition, we understand the following to be your primary event theme and messages:

- Event Theme: [EVENT THEME]
- Event Key Messages: Having the room set up and equipment readily available is key to delivering a quality presentation for your audience. We recommend you use one of the following room set-ups:
 - [KEY MESSAGE 1]
 - [KEY MESSAGE 2]
 - [KEY MESSAGE 3]
 - [KEY MESSAGE 4]

Equipment and Room Set Up Preferences

- Classroom style
- Modified classroom style
- Open "U" Style
- Round tables We require that the client provide the following items for our speaker's presentation:
 - Lectern
 - Flip chart & markers
 - Projector (LCD, overhead, etc)
 - Laptop
 - High-speed Internet access
 - Screen (freestanding or fixed)
 - Microphone (lavaliere or traditional)
 - Raised platform
 - Display table for materials
 - Others (TBD)

Any other needs will be identified in our pre-event planning discussions.

ANTHONY REEVES

Terms and Conditions

Letter of Agreement

This agreement is between [CLIENT.Company], hereafter referred to as CLIENT, and [COMPANY.Company], hereafter referred to as CONTRACTOR.

Description of Services

CONTRACTOR will:

- Present a program titled [PROGRAM TITLE] for CLIENT's event [EVENT NAME] on [EVENT DATE].
- Customize the program, as needed, to fit the needs of the CLIENT
- Provide materials for attendees' use only. Materials are copyrighted, and unless specified in the materials or in writing, reproduction of any portion is prohibited.
- Honorarium
- CLIENT will provide CONTRACTOR an honorarium in the amount of [HONORARIUM AMOUNT], which will be paid according to the following schedule:
- Deposit due: [DEPOSIT DATE], 50% of agreed upon fee, due at time of agreement signing
- Balance: [BALANCE DUE DATE], 50% due date of presentation

The pricing table below contains a detailed cost breakdown for each of our key areas of responsibility.

Cost Breakdown

[PRICING TABLE]

Expenses

Expenses for CONTRACTOR travel and other incidental items will be billed after the event and may include:

- Air travel from [FROM LOCATION] to [TO LOCATION] (Premium Economy 4 hours or less, Business Class over 4 hours)
- Ground transportation
- Food and gratuities

Hotel accommodations (if required) shall be made by the CLIENT and billed to CLIENT at CLIENT business address.

ANTHONY REEVES

Postponement or Cancellation

Once a presentation date is established, CONTRACTOR expends time and resources on CLIENT's behalf. As a result, CONTRACTOR charges a cancellation fee to recover upfront expenditures and/or losses that may occur by not scheduling other business on CLIENT's event date.

Should the presentation be postponed or cancelled for any reason, the following fee schedule shall apply:

- Less than 30 days before event: 100% fee will be charged
- Between 30 – 60 days before event: 50% fee will be charged
- More than 60 days before event: no fee charged

Audio & Video Recording

CLIENT may record all or part of CONTRACTOR's presentation. Should CLIENT record the presentation, CONTRACTOR requires delivery of a master copy of the recording within 30 days after event close. CLIENT may distribute copies of our presentation to internal staff, but may not sell copies. Should CLIENT wish to make other recording or distribution arrangements, a separate agreement will be required.

Agreement Execution

To get started, simply review and accept this proposal online via Quote Roller or print its PDF version, sign it, scan signed document and send to [COMPANY EMAIL].

Signed by: