



Elevate Your Brand with Powerful Self-Promotions©

presented by: Cliff Quicksell, MAS+

In a crowded market getting an audience and breaking through the clutter is difficult. It is imperative to set yourself apart from the mainstream competition and to get noticed. What is your differentiator? What makes you stand out? Why would I want to take your call?

Our discussion will speak to how they were developed, the rationale and reasoning behind the campaign as well as the results that came from each campaign. This seminar loaded with amazing award-winning case histories that have had proven success.

Additionally we will discuss the process of discovery, the importance of solid questions and how to create your own marketing piece that will WOW your clients and prospects.

About our presenter...



Cliff Quicksell Associates cliff@quicksellspeaks.com

Cliff Quicksell, Jr., MAS+ has been involved in the promotional products and sportswear industries for the past Thirty-three years. During this tenure, he has achieved the MAS+ professional designation, Master Advertising Specialist+. He has been actively involved in PPAI, the international trade association for the promotional products industry, serving on various committees, as a facilitator at all PPAI & ASI shows, and as a member of PPAI's Ambassadors Speakers Bureau for over fifteen years. Cliff's passion for education and training is exemplified by his having served five terms as the education chairperson for the regional trade association CPPA of Maryland.

For more than twenty-six years, Cliff has been speaking, training and consulting internationally to associations and national business groups on more effective ways to market themselves and their products and services as well as how to motivate their personnel. In addition to the many industry clients he has also served as a consultant/trainer for: iPROMOTEu®, Dixon Ticonderoga, Fruit of the Loom, Inc., The Walter Cribbin's Company, Miller Freeman, Inc., Brown & Bigelow®, AIA-Adventures in Advertising®, Geiger®, National Business Media, PPPCanada, Snugz® USA, Imageworks and QuickInk, Inc!, Dowlis Group, LTD United Kingdom, Trade Only Trade Fair UK, PromoGroup NZ, High Impact Promotional Group in NZ and Purple Elephant Promotions AU.

Cliff has been the proud recipient of numerous awards. Recognized by PPAI for creativity, he has won the prestigious PPAI Golden Pyramid award 21 times. And the Printing Industry PSDA's Peak Award for creativity 3 times in two years. He has also received PPAI's Ambassador Speaker of the Year Award six consecutive years. And in 1997 he was the inaugural recipient of PPAI's Distinguished Service Award. In addition, in 2001, Cliff was named one of top six industry speakers and trainers. Cliff was featured as having a significant influence in education as published in the book, PPAI at 100. He has also been recognized by Counselor Magazine as one of the Top 50 Most Influential People in the Promotional Products Industry.

With nearly 440 published articles, Cliff is a contributing writer to various trade magazines such as Impressions®, PPB - Promotional Products Business®, Counselor®, Advantages®, Imprint®, Imprint Canada®, A&E Magazine®, Marketing Tools®, Identity Marketing, Brilliant Results, Promowear® and Printwear® Magazines. Too, he has been a speaker/consultant at the I.C.E. Embroidery Expo's, the Printwear and A&E shows, the Canadian Imprint Sportswear shows and all PPAI, ASI & PSI shows throughout the U.S., Canada, Europe, Australia and New Zealand.

Currently, Cliff is President & CEO, Cliff Quicksell & Associates and the Exclusive Sales and Marketing Consultant and Director of Marketing for iPROMOTEu, Inc.