

Programs are brought to your meeting or event and are customized to meet the unique needs of each group. **Dana VanDen Heuvel** is a popular and engaging speaker, who shares his expertise in social media, thought leadership and interactive marketing.

Presentation Kit

Programs & Presentations
Speaker Biography
Speaking Experience
Attendee Testimonials
Fees & Expenses
Book Dana



MarketingSavant

www.marketingsavant.com



MarketingSavant

Presentation Kit



**Dana
VanDen Heuvel**

Dana VanDen Heuvel is a widely recognized expert on Thought Leadership Marketing and Social Media. Dana is the founder and president of The MarketingSavant Group and previously held several leadership roles in Internet marketing.

Dana has been a featured speaker at dozens of American Marketing Association events and is a regular contributor to a variety of industry publications, sharing his expertise on blogging, social media, Internet marketing and emerging marketing trends. Dana is the author of AMA's Marketech '08 and '09 Guide to Marketing Technology.

Recognized as one of the "50 People You Should Know" by the Green Bay Chamber of Commerce, Dana serves on several advisory boards for non-profits and community organizations in and around Wisconsin.



Dana is a member of the National Speakers Association (NSA), the leading organization for professional speakers.

Program 1 Thought Leadership Marketing Establish Long-Term Marketing Leadership

This program reviews critical thought-leadership strategies for modern marketing. From traditional media (whitepapers, events, articles, speaking engagements) to new media (blogs, virtual events, podcasts, social networking), Dana will cover proven strategies and techniques to build greater recognition, demand and reach in your market.

Attendees will learn:

- Using today's thought leadership marketing vehicles.
- Track thought-leadership efforts to determine ROI.
- Thought-leadership best practices

Length: 1 hr, ½ day or full day

Learn more:

www.danavan.net/tlm



Program 2 Marketech '09 Using Emerging Media in Marketing

Organizations depend on deeper and more relevant customer connections to drive loyalty, retention and referrals. These companies need a systems perspective on how to integrate the ever-changing world of social media, social networking and Web 2.0 into their core business infrastructure. Attendees will also receive a copy of the Marketech '09 Guide, which shows how to put these technologies to work.

Attendees will learn:

- Current and emerging technology in marketing and media vehicles.
- How to use new media to your advantage.
- The latest Web-based technologies that impact current marketing plans.

Length: 1 hr, ½ day, or full day

Learn more:

www.danavan.net/marketech



Program 3 Sales 2.0 Sales & Marketing in a Web 2.0 World

Sales 2.0 means integrating the power of Web 2.0 technologies and customer-community focus with proven sales techniques to more efficiently grow your business and leverage your sales talent. This program demonstrates how combining next-generation Web technologies with innovative sales processes can dramatically accelerate the sales cycle and improve sales results.

Attendees will learn:

- What tools organizations need to succeed.
- How sales and marketing are integrating online and relationship selling.
- Using social networks, and the newest tools in online lead sourcing

Length: 1 hr, ½ day or full day

Learn more:

www.danavan.net/sales20



Program 4 Connect with Customers Online Grow with E-marketing & Community-Building

Marketing on the internet is more than just having a great Website and putting up advertising. Today's Internet-savvy consumer expects much more from companies both large and small, but at the same time, organizations have a full suite of cost-effective online marketing tools within immediate reach. Understand how your business can benefit for using the Internet to connect with your best customers online.

Attendees will learn:

- The best Internet strategy to attract and retain customers.
- How to jump-start Internet marketing strategy.
- How to know what to use ... and when.

Length: 1 hr, ½ day or full day

Learn more:

www.danavan.net/





Marketing Savant

Presentation Kit

Speaking Experience

Industry & Corporate

- American Cancer Society
- Center for Sales Strategy
- PROMO Marketing Conference
- Internet Retailer Conference
- Seybold 365 Conference
- The Golomb Group
- Rotary Club of America
- OMMA East
- SRI Conferences
- Direct Marketing Days
- Krueger International
- Greatland Corporation
- McCain Foods
- Intel
- Northlich

Trade Associations

- American Marketing Association
- PRSA
- IABC
- American Advertising Federation
- Direct Marketing Association
- Association of IT Professionals
- Midwest Jewelers Association
- Chicago Area Direct Marketers
- Trade Show Exhibitors Association

Universities and Academic

- St. Norbert College
- University of Northern Illinois
- Decision Sciences Institute
- Midwest Business Administration Association
- Madison Area Technical College
- University of Delaware
- Mountain State University

Program 5 Digital-Centered Marketing

Moving your Marketing into the Digital Future

The marketing world is becoming digitally-centered faster than most marketers' ability to learn, adapt and apply the latest techniques. Conventional marketers and agencies trapped in standard marketing models are no longer producing the same results that they were even a few years ago. Forward-thinking marketers have begun to shift their thinking from traditional to digital-centered, multi-channel environments.

Attendees will learn:

- Leverage digital marketing and media within the organization.
- How to chart the course for the next generation of marketing.
- Mobilize the customer base on the Internet.

Length: 1 hr, ½ day or full day

Learn more:

www.digitalcenteredmarketing.com



Training Series

TechnoMarketing

Using the Tools and Technology of Tomorrow to Reach Your Customers Today

Complete
Workshop
Solution

The world of marketing as we know it, is rapidly changing all around us. Engaging your customers through the newest media vehicles such as social media, customer communities, blogs, RSS, and podcasts requires a solid foundation steeped in customer understanding, marketing planning and technological prowess. The challenges marketers face today are often compounded by the sheer volume of new media channels and the depth of expertise required to execute well in each channel. This two-day course in using the latest marketing tools and technology to reach today's customers will take you from the defining basics to the implementation planning stage.

Through interactive presentations and exercises, case examples in both the B2C and B2B areas, and best-practice implementation reviews, participants will leave with a comprehensive understanding of how they can profit from the latest in marketing technologies and tools.

Learn more: <http://marketingpower.com/tstechnomarketing>

Additional Presentations Available

- ♦ Weblog Strategies for Non-Profits: How to Start and Sustain a Weblog in Your organization
- ♦ Practical Internet Marketing for your Business
- ♦ How to Write an Award-Winning Blog
- ♦ Blogging for Marketers
- ♦ B2B Blogging
- ♦ <Your> Industry in Blogging
- ♦ Blogs, RSS, Podcasts and Social Media: What Companies Need to Know
- ♦ Blogging and Social Media for Events
- ♦ Blogging Inside the Enterprise: Managing Projects and Communicating Internally
- ♦ Better Selling through Technology
- ♦ Customer Engagement Online
- ♦ The Participant Economy
- ♦ Building Your Personal Brand Online
- ♦ The 11 P's of Marketing
- ♦ Technology and Marketing: IT and Marketing Working Together to Support your Customers





Marketing Savant Presentation Kit

Fees & Expenses

Rates are quoted upon request. Fees are dependent upon the type, number and length of presentations.

In addition to any fees, the sponsoring organization is responsible for airfare, ground transportation, accommodations and a per diem for food and incidental expenses.

All presentations are researched and customized specifically to your company and its industry.

Dana travels from Green Bay, Wisconsin.

Book Dana

For information about any of the programs or to book Dana to speak to your group, please contact us:

Marketing Savant
Dana VanDen Heuvel
1025 Emilie Street
Green Bay, WI 54301
Email: speaking@danavan.net
Phone: 920.819.0742
Web: www.danavan.net/speaking

"I've had the pleasure of hearing Dana speak on multiple occasions. He is articulate, insightful and always leaves participants with something to think about on their way back to the office. Dana is one of the gurus of Web 2.0 strategies"

Toby Bloomberg, Bloomberg Marketing

"Dana proved to be the expert on blogs and their impact on marketing, and presented one of the most audience-engaged presentations I have seen in years."

Steve Topper, Analytic Innovations, LLC

"Dana is the E.F. Hutton of blogs. When he talks, you can't help but listen intently -- and become totally mesmerized by the enormous potential blogging offers insofar as marketing directly to consumers and other stakeholders."

*Michelle Richard and Lisa Piikkila, Co-owners
Coalesce Marketing & Design, Inc*

"Dana VanDen Heuvel's TechnoMarketing conference was a fantastic overview of all the latest and best online marketing strategies. He's a dynamic presenter and shared tons of real-world experiences and examples that helped me get clear on the best strategies for my firm to use to get the greatest return on our online marketing investment."

Michele DeKinder Smith, Jane Out of the Box

"Dana's presentation to my internet marketing class was up-to-date, on-point and informative. He is a hard-to-find commodity -- a true expert in the growing field of blogging and podcasting."

*Debra L. Zaha, Axiom Corporation
Professor of Interactive Marketing, Northing Illinois University*

"Dana has proved himself not only as a knowledgeable expert in his field, but also as a skilled presenter and ongoing consultant. His initial presentation was targeted to our organization's unique needs and goals, and the follow-up communication and consultation Dana provided was tremendous. He was able to work with a group of individuals with varied experience, technical knowledge and comfort levels. He made the relatively unknown 'blogosphere' become something we not only understood, but something we were comfortable integrating into our organization's communication initiatives and putting into practice."

John Henley, Executive Vice President, Center for Sales Strategy

"Dana is an exceptional presenter who has been a programming asset for the American Marketing Association. Dana's extensive knowledge and passion for the topic are immediately apparent as is his skill in communicating with attendees. He has presented to our members in a variety of program formats."

Clara Nelson, American Marketing Association

"Your expertise in the new media area opened new dialogues with our clients, prospects and staff leading to expanded opportunities for our business."

Natalie Palmatary, Northlich

Read more
in 

www.linkedin.com/in/danavandenheuvel