



- > **Over twenty years of national advertising agency ownership**
- > **One of the freshest minds in brand building and customer experience**
- > **The energy of a wild animal and the humor of a stand up comedian**

Scott Deming – A unique speaker with a compelling style.

His presentations captivate, motivate and accelerate audiences to a new level of passion and commitment to delivering the Ultimate Customer Experience. And, his programs and processes help companies to achieve their Powerful, Emotional Brand.

In 1983 Scott Deming started his own marketing and advertising company-RCI,

which eventually grew into a multi-million dollar organization servicing Fortune 500 companies and many other medium to large corporations across the country. Scott and his firm helped their clients successfully grow their businesses and beat their competition with what could be considered (by the conservative competition) as renegade branding, sales, customer service and communications programs. Not surprisingly, it was this very same progressive thinking that helped Scott's firm realize uncommon growth and success over a twenty plus year period and achieve many awards, such as The Business Journal's "Most Inspiring Business of the Year".

Unlike many agency and branding professionals, Scott Deming knew early on in his career

that great advertising alone was not going to build and sustain a powerful brand. Advertising was merely an awareness vehicle. If his clients were to truly grow their companies and create a powerful, emotional brand, they would do so by focusing more on relationships. They would do so by creating the ultimate customer experience and turning each and every customer into an evangelist.

“A truly **unique** approach to **building a brand.**”

- Entrepreneur Magazine



Scott Deming's "in the trenches" experience taught him the hard way how to create services, programs and relationships so unique that his own staff, vendors and customers rewarded him with the ultimate prize - Unwavering Loyalty. And now with a style and energy unlike any other, he teaches these successful techniques to corporations like Verizon Wireless; Wells Fargo; Okidata; USAA; GlaxoSmithKline; UTC Carrier; Servpro Industries and many others.

Verizon Wireless

“ These words come from our entire marketing and management staff when I say thank you for helping us to deliver the most successful kickoff meetings to date!

Thank you for spending time in our stores, offices and at the call center to really learn our business. Because of the research you did, your message was spot on with our own company issues and objectives. Finally, thank you for delivering the most energetic, captivating, entertaining and meaningful presentations these groups have ever witnessed! You're a pro's pro!

— Kevin Schiller, Associate Director of Marketing

USAA

“ Thank you for speaking at our Marketing Staff meeting on February 23, 2005. It was highly praised and I received numerous comments from management and my co-workers regarding how much they enjoyed it. Thank you for your energetic, informative and impressive presentation as well as the smaller break-out sessions in the afternoon.

— Tiffany Burgess, USAA Enterprise Brand Marketing

Saxon Mortgage, Inc.

“ Thank you for the outstanding presentation you made at our President Club meeting at Walt Disney World in January. As you well know, the response was overwhelmingly positive. Many people, including our own CEO and President said that yours was the very best presentation they've ever seen. And I cannot agree more. The message, humor and energy you delivered on stage were second to none.

You really were outstanding and I would not hesitate to recommend you HIGHLY to any company looking for a speaker who can truly motivate and send people home with a fresh new perspective on their jobs and their lives.

— Joe Leotta, VP Marketing

Glaxo Smith Kline

“ What can I say? We wanted to introduce our new products in a unique and entertaining way, and man did we ever! I've never witnessed audience participation and audience reaction like there was at your show. Truly astounding!

Thank you so much for understanding our audience and our mission. I really believe we sent our customers away that evening educated on our products, baffled by your performance and happy with the entire event.

— Wayne Irons, Senior Sales Executive

United Technologies Carrier

“ Scott, you came highly recommended, that's why we decided to go with you at our first dealer meeting in Biloxi. But after witnessing your presentation and hearing the rave reviews from the dealers and Carrier's management, we had to have you at the rest of the corporate meetings across the country.

I know traveling coast to coast over a two-month period wasn't easy. But you have to know just how much it meant to Carrier to have you deliver our sales and marketing information in a way that no one will soon forget. Your sales and marketing expertise combined with the most amazing stuff I've ever seen was a home run!

On behalf of the senior management and our regional managers across the country, thank you for your incredible presentation.

— Jim D'Agostino, Vice President



Scott Deming's programs and unique presentations have appeared on television and radio shows, newspapers and regional and

national magazines and trade publications. He has written articles on the topics of "Brand Building" and "Creating the Ultimate Customer Experience" for numerous magazines - including Entrepreneur Magazine.

Scott Deming's Keynote and Seminar topics include:

- **Creating the Ultimate Customer Experience**
- **Huge Results from Tiny Causes**
- **Turning Your Customers into Evangelists**
- **Creating that Powerful, Emotional Brand**
- **Understanding Trends to Predict the Future**
- **We're Not as Great as We Think We Are**

If your goal is to deliver that important business message and really make it stick, nobody creates a more memorable experience than Scott Deming. He integrates bottom-line and life changing business content with passion, humor and audience participation to deliver a presentation like you've never seen before. **Discover what thousands of people from hundreds of companies have already experienced at your next event with Scott Deming.**