



CHRIS HOUCHENS

The best keynotes are an experience, not just sitting in a chair and listening to someone talk.

Chris delivers an experience that attendees can take back and implement when they get back to the office. Chris' presentations are entertaining and informative. His marketing knowledge is delivered in a sensible down-to-earth style that is well-received by audiences. Each presentation, which is customized for your audience, is infused with energy, humor, and real world examples. Speaking engagements are available to any sized group and in any setting including conventions and trade shows, company retreats, day seminars, or other functions. Topics can be presented in keynotes, workshops, breakout sessions, or other venues.

KEYNOTE & SEMINAR TOPICS

(Full Descriptions & Suggested Audiences are on website)

- ⇒ Big Picture Marketing
- ⇒ On Target and Online : Web Marketing
- ⇒ Social Media : Marketing as Conversation
- ⇒ Selling Good Works : Marketing a non-profit
- ⇒ Selling the Image : Winning Brand Strategy
- ⇒ Killer Customer Service (for employees)
- ⇒ Customer Service starts at the top (for managers)
- ⇒ Developing a Marketing Plan
- ⇒ Shoestring Marketing
- ⇒ Advertising Agency 101
- ⇒ Advanced Healthcare Marketing Tactics
- ⇒ Healthcare Marketing Trends
- ⇒ Marketing Guide to HIPAA

⇒ If one of these does not meet your needs, a new presentation can be developed for your organization in any field of marketing at no extra cost. Visit the website for more details.

SOME PREVIOUS AUDIENCES

- Dorel Industries subsidiaries including Cosco, Ameriwood, & Schwinn Bicycle
- Maison Brison
- Essentially Women Healthcare
- Networking Businesswomen
- Professional Marketing Association
- Health Leaders Media (x2)
- Good Feet Franchisees
- MAC Michiana
- World Tea Expo
- Medical Group Management Association
- University of Tennessee Extension Agents
- Barcamp Nashville

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Chris Houchens is a marketing speaker, writer, blogger, and owner of Shotgun Concepts, a marketing firm he founded in 1997 to provide guidance on marketing strategy to today's forward thinking companies.

Chris has a long history of working in both media and marketing in the broadcasting, online, print, and healthcare fields.

Chris is a contributing writer and source for numerous online resources and print publications. Chris was the reviewer and wrote the foreword for the 2006 book, *A Marketer's Guide to HIPAA: Resources for Creating Effective and Compliant Marketing*. He also is a co-author of the 2007 book, *Achieving Customer Mindshare through Advertising*.

Chris' blog, the Shotgun Marketing Blog, is ranked on Advertising Age's Power 150 list of the top marketing blogs in the world and is read daily by hundreds of subscribers. Houchens is a well-known marketing speaker delivering marketing keynotes and other presentations worldwide to conferences, meetings, and private corporate events.

Chris is a past President of the Professional Marketing Association where as a member he has garnered many awards including three "Markies", Southern Kentucky's version of the "Addy". He was honored to have been selected in 2000 as a Forum Fellow for the Louisville Courier-Journal. Chris has received the Advertising Award of Distinction from the Yellow Page Publishers of America as well as a Silver Microphone Award for radio advertising.

FEEDBACK

- ...time after time, our post convention survey forms listed you as one of the biggest highlights of the week...
- Wish we had more time with him!
- Insightful and forward thinking speaker
- Great speaker very personable and kept me interested
- Super creative speaker
- The best breakout session I've had in years! It delivered what was promised in conference schedule description.
- Good ideas and Chris was very enthused about what he was talking about
- Have him back next year

LET'S TALK

Contact Chris Houchens today to discuss how your group can benefit from a presentation, for more information or to receive a quote.

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