

⑥ Shel Horowitz

FOSTERING ART AND CULTURE PROJECT
REQUEST FOR PRESENTATION PROPOSAL (RFP)

Creative Economy Summit III: Fostering our Local Economy: Art and Business in Partnership
March 23 and 24, 2011, Downtown Greenfield, MA

1. Workshop title:

Artist Partnerships = New Customers: 5 Ways Businesses Can Benefit by Partnering with Artists, and How Your Business Can Take Full Advantage

2. Workshop description and anticipated audience (businesses/artists/blend?):

Audience: business/government

Description: Just saying you're a friend of the arts won't grow your business. But thoroughly incorporating your arts commitment into your marketing could have a real impact. If you'd like to reach whole new sectors of the market and bring back your existing customers to not only buy more but bring their friends—and do so within your existing marketing budget—this session is for you.

3. List at least 3 benefits to participants:

Deeper understanding of the importance of arts to individual businesses and the community as a whole
Guidance on how and why to include the arts in an array of low-cost/no-cost marketing strategies and tactics

Boost response and lower costs in any form of marketing

4. List technology and supplies utilized in presentation: (for appropriate venue selection)

Powerpoint-enabled laptop, slide projector, screen, microphone

Formatted: Pattern: 35%

5. Select your preferred length of presentation: (please circle) 45 minutes 75 minutes 90 minutes

6. Select your preferred day to present (please identify 1st, 2nd and 3rd choices)

Friday	Preferences
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11:00-12:30	<u>1</u>
2:00-3:15	<u>2</u>
3:30-4:45	
Saturday	
11:00-12:30	<u>3</u>
2:00-3:15	

NOTE: I would like a booksigning immediately or very closely after my talk.

7. Do you have a minimum/maximum number of participants for your workshop? Yes No
 7a. If yes, what is the number of participants? Maximum# 5 Minimum# 100

8. List the names of presenters and area of focus for each:
Shel Horowitz, expert in affordable, ethical, and green marketing, including partnership/expertise marketing, publicity, social media, and other methods...award-winning author of six marketing books...international speaker on marketing...internationally syndicated columnist

9. Describe previous workshop presenter, teacher or trainer experience: (experience is not mandatory for selection)
I've been presenting for decades. Selected talks include: Bosphorus Conferences (Istanbul); ForumDavos (Switzerland); Green America/Global Exchange Green Festival; Go Green Expo; Public Relations Society of America International Conference; Greenfield Community College; Hidden-Tech; UMass Family Business Center; American Marketing Association--Chapter Conference; Ragan Strategic Media Conference; NoteworthyUSA National Conference; Folio Magazine Conference; Bay Area Independent Publishers Association; Publishers Marketing University; National Writers Union regional conferences

10. Contact Information

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Email: shel@principledprofit.com

Website: My numerous websites include FrugalMarketing.com, GreenAndProfitable.com Guerrilla Marketing Goes Green.com, PrincipledProfit.com, Business-Ethics-Pledge.org

11. Please attach bio and or resume with proposal.

Questions?

Becky George, Creative Economy Summit Coordinator

Email to becky@franklincc.org

Phone 413-441-6164

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BUSINESS SUMMARY:

- 40 years in both the green and marketing/business worlds: speaker/writer/consultant
- Presented to numerous sustainability, marketing, business, and publishing organizations: Green America's Green Fest, Bosphorus Conferences (Turkey), Sustainable Foods Summit, Solarfest, GoGreen Expo, Boston Greenfest, Public Relations Society of America International Conference, ForumDavos (Switzerland), Book Expo America, Ragan Strategic Marketing Conference, Association of Strategic Marketing, Publishers Marketing University, Noteworthy USA, Bioneers-By-The-Bay/Connecting for Change, and many other business/professional groups
- Active consultant and copywriter on Green and ethical marketing and business practices for Green and ethical companies, authors/publishers, nonprofits, and community organizations; client list spans three continents; 20+ years experience
- Frequent media interviewee (*New York Times*, *Los Angeles Times*, *Entrepreneur*, *Woman's Day*, *Christian Science Monitor*, *Wall Street Journal*, *Boston Globe*, 300+ radio stations, ABC/PBS/Fox)
- Inducted into the National Environmental Hall of Fame, October 2011; first business ever to achieve Green America's Gold Certification, December 2011; many other awards
- Syndicated monthly column, *Green And Profitable*, launched December 2010. Clients in the US, Asia, Australia; former columnist for *Business Ethics* and *Western Massachusetts Business and Economic Review*
- Eighth book, *Guerrilla Marketing Goes Green* (Wiley, 2010—co-authored with Jay Conrad Levinson); foreword by Stephen M.R. Covey; Italian, Turkish, and audio rights sold; Independent Publisher Magazine Groundbreaking Indie Book (only the 5th ever)
- Award-winning author, *Principled Profit: Marketing That Puts People First* (AWM, reprinted in India and Mexico), *Grassroots Marketing: Getting Noticed in a Noisy World* (Chelsea Green), *Marketing Without Megabucks: How To Sell Anything on a Shoestring* (Simon & Schuster, reprinted by *The Economic Daily*, Korea), other books and e-books
- Maintain an active blog covering the intersections of ethics, politics, media, marketing, and sustainability since 2004; steady blogger for *Fast Company* (2007–10), *Examiner.com* (2011–present); occasional guest blogger for *Sustainablog*, *Triple Pundit*, *Technorati*, *International Association of Internet Communicators*, *NewsBlarg*, and others
- Founder and Director of *Accurate Writing & More* (1981–present)/*Green And Profitable* (2010–present), a successful, diversified small business: develop comprehensive marketing/publishing strategy and marketing materials for small businesses, authors & publishers, and nonprofits worldwide; particular emphasis on Green and ethical businesses
- Write up to four monthly e-zines, 1997–present; currently produce monthly *Clean and Green Newsletter*, focusing on Green and ethical business; own and operate over a dozen websites
- Over 1000 magazine, newspaper, encyclopedia, newsletter, and online articles (*In Business*, *Home Office Computing*, *Macworld*, *Washington Post*, *Boston Globe*, and many other publications)

TESTIMONIALS:

Speaking: <http://greenandprofitable.com/have-shel-speak/speaking-testimonials/>

Consulting and copywriting: <http://www.frugalmarketing.com/testimonials.shtml>