HiCue speakers
Higher Content & Inspiration



RON TITE

Marketing, Branding, and Creativity Expert

- Named one of the “Top 10 Creative Canadians” by Marketing Magazine
- Founder and CEO of Church & State, a content marketing agency based in Toronto
- Author of THINK. DO. SAY. A Guide for Personal and Corporate Success in a Busy, Busy World
- Addressing a variety of topics surrounding branding, corporate strategy, creativity, content, and social media
- Executive producer and host of the Canadian Comedy Award-winning show Mon-key Toast

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Relevant, engaging, and interactive, Ron Tite exceeds expectations each and every time he

takes the stage. Named one of the “Top 10 Creative Canadians” by Marketing Magazine, he’s been an award-winning advertising writer and creative director for some of the world’s most respected brands, including Air France, Evian, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, and Volvo. Addressing a variety of topics surrounding branding, corporate strategy, creativity, content, and social media, Tite’s presentations are not only information-packed, they’re also infused with his unique humour–guaranteed to have you laughing while you learn.

Currently, Tite is Founder and CEO of Church & State, a content marketing agency based in Toronto. His work has been recognized by The London International Advertising Awards, The New York Festivals of Advertising, The Crystals, The Extras, The Canadian Marketing Association, and The Marketing Awards, to name just a few.

Tite is also executive producer and host of the Canadian Comedy Award-winning show Monkey Toast, and publisher of the award-winning and bestselling humour book, This is That Travel Guide to Canada, with CBC Radio’s hit show, This is That. He has written for a number of other television series, penned a children’s book, and wrote, performed, and produced the play, The Canadian Baby Bonus.

His newest book, Think. Do. Say.: How to seize attention and build trust in a busy, busy world, will be on shelves, in store, & ready to ship in October, 2019. His previous book, Everyone’s An Artist (Or At Least They Should Be), was published by HarperCollins in 2016.

Church+State

As one of Canada’s fastest growing agencies, Church+State isn’t just redefining the relationship that people and brands have with content, it’s redefining the agency model that delivers it. Advertising and content used to be two separate things. Now, every ad can be a piece of content if it’s good enough, and every piece of content can be an ad if it’s authentic enough. There are endless ways to consume and anyone with a phone can be a media property. The lines have become seriously blurred.

Every ad, every show, every billboard, every book, every podcast, and every person is asking for consumers’ time. Consumers don’t care who created it, they just want it to be

good.

Church+State is currently working with the AB World Foods, CAMH, Johnson & Johnson, Microsoft, RSA Insurance, and more.

TEMAS

Ron tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Branding
- Corporate strategy
- Creativity
- Content
- Social media

PROGRAMAS

THINK. DO. SAY. A Guide for Personal and Corporate Success in a Busy, Busy World

Times Square isn't just one of the most vibrant parts of the world, it's almost one of the most distracting. With massive messages, blinking lights, animated creatures, and scrolling text along with the authentic NY honks and music and protests and characters performing at street level, people don't know where to look.

Well, Times Square isn't just in Times Square, it's also in your pocket. And it's in your car. And it's in your home. And it's in your office. The corporate world isn't just battling for attention with its customers, it's battling for attention with itself. Every day delivers a priority. There's always a new platform, a new technique, a new tool, and a new approach to chase.

Stop chasing. Start succeeding.

Organizational and personal performance doesn't need to be complicated. It just needs to be focused.

In today's busy, busy world, for brands, organizations, and leaders to succeed it's about:

- What you think.
- What you do.
- What you say.

Thinking is your beliefs and values. It's not your product, it's your purpose.

Doing is the decisions you make and actions you take to live your values.

Saying is how you communicate your values and actions: the internal or external selling, marketing, and promotion.

When an organization and all its people think, do, and say the same things, it creates complete alignment. But when an organization and its people DON'T think or do or say the same things, the result is an integrity gap. That's not good for careers. And it's certainly not good for business.

This entertaining and enlightening keynote will not only inspire your people to change their thoughts and actions to align with the organization. It'll also give them the tools to do it.

The Coup: How to Lead and Create Disruption within Organizations and Industries

The massive change most of us are experiencing is happening faster than anyone could have predicted. The impact is larger than we ever imagined as companies, movements, and institutions we thought were too big to fail are failing. And the organizations and people who are often toppling regimes? They're relative unknowns with limited experience, no legacy, and who usually exist outside the establishment. Because of that, they (and their activities) are undetected until it's too late.

This change is usually defined as "disruption". But it's not disruption.

It's a coup.

The business establishment is up against anti-establishment forces who are starting to eat your lunch. They're attracting interest, dollars, participation, and they're attracting attention. And whenever someone's paying attention to them, they're not paying attention to you. That's not good.

The anti-establishment forces are challenging what you do, how you do it, and how you define success by writing and following their own rules. So what do you do? Give up? Throw in the towel? Just hand the keys to the planet over to Millennials? Go down with your long-held beliefs that there's only one way to do things?

There's an incorrect assumption that you're either a member of the establishment or you're not. That you're either David or you're Goliath. That you're either a nimble chaotic start-up or you're a slow and process driven institution.

That's wrong. We can be both. We can stick it to the man even if we are the man. We can learn to incorporate anti-establishment behaviours into what we do so we can compete, win-back share, and even pull some of them over to our side.

That's what this humourous and insightful presentation will cover. The Revolution will not be televised. But during this keynote address, it certainly will be planned.

How To Thrive in the Expression Economy

Low production costs, easy distribution, and suddenly, everyone's a creator. Consumers can now fill their day with content dedicated to their hobbies, passions, and the things that interest them most. For business, that's a problem.

Consumers used to vote with their wallets. Now, they vote with their time. And you know who's winning the battle for time? Other consumers.

Right now, your customers are more creative than you are. They're more innovative than you are. They're more authentic than you are. Often, they're even more helpful than you are.

In the battle for time, your competition isn't the category leader–it's the consumers. It doesn't matter if you're selling a product, pitching a new idea, or trying to get a raise, your biggest challenge is getting a customer to willingly give you the time to do it.

Ron Tite's humorous and insightful talk helps people learn how to win other people's time. Highlighting operational and personal innovation, authenticity, creativity, and more, Ron teaches individuals how to act like customers by being more interesting and thus, win more

of their customer's time.

Everyone's An Artist (Or At Least They Should Be)

It has been said that these days, everyone is an artist. Everyone's a painter. Everyone's a comedian. Everyone's a fashion designer. Everyone's a chef. Until they get to work.

Monday morning rolls around and the corporate herds put their game faces on and trudge off to do the same things with the same tools and the same people. For real inspiration, they read case studies of other businesses in their own category.

To truly make a difference, to truly innovate, to truly be creative, and to truly compete in the new economy, your team shouldn't be learning from other business people. They should be learning from artists.

- Artists are driven by something greater.
- Artists show initiative.
- Artists care about their work.
- Artists challenge themselves.

Ron Tite's humorous and insightful talk highlights what successful artists do, which organizations have implemented their thinking, and what individuals can do to be more artistic on a daily basis.

Your Stories Are More Powerful Than Your Data

LOnce upon a time, business was interesting. Then we discovered metrics and spread-sheets. Before you know it, the left brainers took over and we became a legion of data evangelists who let the numbers speak for themselves.

There's only one problem. Numbers are boring as hell.

Data can help you make important decisions but it should never speak for you. The stories of your customers, the stories of your brand's promise, the stories of your experiences, heck, even the stories of your stories are far more interesting than any graph or table. Normally, interesting trumps boring. Emotional beats rational.

Ron's humorous and interesting sessions will help you and your team collect, curate, tell

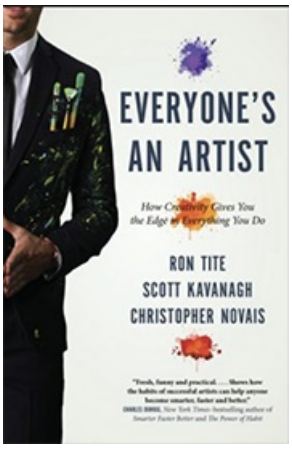
and share the stories you already have.

PUBLICACIONES

Libros



THINK DO SAY



EVERYONE AN ARTIST

CONDICIONES

- **Travels From:** Toronto, Canada
- **Fee Range:** Please Inquire