

SALES & MARKETING EXECUTIVES  
OF MINNEAPOLIS • ST. PAUL7:44  
BREAKFAST SERIES

# It's Alive!

## Creating a Metalife for You and Your Brand.

*Speaker: Bruce Moorhouse, 29 Years in 3M Corporate Communications*



There has been almost no innovation in our marketing processes in the last 30 years. There has been an explosion of new communications tools. The result of this explosion in tools is that our brands are literally “coming alive” through these new tools that encourage conversation, dialogue and engagement.

In this presentation, Bruce will share with you an innovative, new, marketing and communications planning process to help you manage and build your brand and your company’s brand in this new and complex multi-dimensional media environment.

Bruce brings over 29 years of experience working with 3M Corporation. His passion is leadership and helping organizations discover and develop their culture and identity. His work with 3M included leading a global 3M team through a five-year process to research, define and develop the 3M brand system. This resulted in 3M’s new identity system, a renewed focus on brand management and a corporate advertising campaign that ran in 43 countries.

Don’t miss this opportunity. Visit [smemn.org](http://smemn.org) for more information and to register.

### FRIDAY, DECEMBER 18th

- 7:00 – 7:30 AM: **Registration and Networking**
- 7:15 AM: **Breakfast Buffet Opens**
- 7:44 – 8:30 AM: **Speaker Presentation**
- 8:30 – 8:45 AM: **Q & A**
- 8:45 – 9:00 AM: **Networking and Adjournment**
- Registration: **Visit [www.smemn.org](http://www.smemn.org) or call 763.213.3231**
- Program Fee: **Members \$35, Non-members \$60, Students \$25**
- Location: **Doubletree Park Place Hotel - 394 & Park Place, Minneapolis**

#### PRESENTED BY



#### 7:44 BREAKFAST SERIES UPCOMING SPEAKERS

Friday, Jan. 15, 2010  
**Timothy McCarthy, PhD**  
President  
Executive Performance  
Consultants

#### SME TRENDSETTERS



#### SME ENTHUSIASTS

