



Speaking topics 2008

Patrick Byers is a passionate, professional speaker who has presented to audiences nationwide on a host of marketing-related topics, including:

- Responsible Marketing: How your organization can do well by doing good
- Using Social Media to Create Social Good
- The Power of Positioning
- Battling Information Overload: How to market amid infoglut
- Winning the Name Game
- Permission Marketing: Why it works
- Why outsource your marketing?
- Marketing on a Shoestring Budget: How to wisely invest your marketing dollars
- Marketing to the Text-Message Generation: Demystifying Gen Y
- Personal Positioning: Marketing yourself in a brand-oriented world

Patrick Byers

Responsible Marketing Evangelist

Patrick is the President + CEO of Outsource Marketing, a pioneering company that offers a marketing department for companies that don't have one, more strategic and creative horsepower for those that do. Prior to starting the firm in 1997, Patrick directed the marketing for two Seattle law firms as well as a Northwest-based telecommunications company. His experience in hiring, managing and coordinating a bevy of biased and uncoordinated marketing resources led to the formation of Outsource Marketing . . . a company that seamlessly delivers coordinated, discipline-neutral marketing to companies of all sizes.

A Responsible Marketing evangelist, Patrick is currently authoring a book on the topic (for 2008 publication) and writes The Responsible Marketing Blog weekdays at www.responsiblemarketing.com.

An advocate of marketing education, Patrick instructed the evening Integrated Marketing Communications course at the University of Washington for five years and serves on the program's advisory board. He donates his time mentoring students interested in a career in marketing and has served on the boards of the Puget Sound chapter of the American Marketing Association, KidsQuest Children's Museum and currently serves on the board of the Issaquah Schools Foundation.

Patrick speaks nationally on Responsible Marketing, new and innovative ways to break through the clutter and marketing outsourcing and his articles have been published in local and national publications. In September, 2003, Patrick was recognized by the Puget Sound Business Journal as a 40 Under Forty honoree.

He is a graduate of Gonzaga University in Spokane, Washington.

What's Patrick thinking?

Visit the Responsible Marketing Blog to find out www.responsiblemarketing.com

Have Patrick speak

Patrick's presentations are tailored for your company, category or organization. They typically range from 30 minutes to two hours, although sessions can be customized for up to a full day or more. Special discounts are available for repeat organizations. Travel is from Seattle, Wash.

Connect with Patrick

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Find Patrick on Facebook, LinkedIn, Plaxo and Twitter
www.responsiblemarketing.com/connect

Selected testimonials

"Patrick's knowledge and delivery are masterful. He explains complex marketing strategies in a manner that engages, energizes and educates his audience. If he's available, don't hesitate—book him."

GENA WIKSTROM
Executive Director
Northwest Career Colleges Federation

"Patrick's talk about Super Bowl advertising was one of the most interesting seminars I have attended. His ability to engage the audience and speak credibly across the spectrum of marketing strategies provided us with terrific insights and ideas."

JON WEINSTEIN
Accenture

"Patrick is very focused on helping business owners develop more effective marketing strategies. The response he got from attendees was warm and appreciative and included comments such as, 'very knowledgeable,' 'expert speaker' and 'concise and to the point.' "

VICTOR MIZUMORI
Vice President, Community Business Banking
First Mutual Bank

"Patrick Byers spoke at our annual user conference in 2007, giving our business partners a thorough understanding of the value and pitfalls of marketing. Many audience members walked away with a commitment to do a better—and more measurable—job in the future."

DIANNA SOVINE
Marketing Manager
Ascentis

"Patrick's presentation at the American Public Power Association's annual conference was definitely the 'spice' our workshop needed. There was lots of buzz afterward about the content."

SUZANNE HARTMAN
Communications and Public Affairs Director
Seattle City Light

"Patrick provided a thorough analysis of our strategic advantages and helped our board understand what we had to offer that other [groups] did not. His presentation was informative and entertaining [and] we used it to focus our efforts to recruit and retain members."

SUSAN STOLTZFUS
President
International Association of Business Communicators/Seattle

"Patrick Byers' presentation was most impressive. His practical advice on using e-mail to provide clear and effective communications to a variety of audiences was the high point of our meeting."

MADALYN B. CAFRUNY
Director of Communications
American Public Power Association