

MEET GENO CHURCH

Brains on Fire

“Everyone fell in love with Geno.
We had one guest tweeting and posting
that they couldn’t sleep that night
because they were so full of inspiration.”

—Howard Parry-Husbands, director of The Influence Group

Geno’s speaking topics

Geno Church is the Word of Mouth Inspiration Officer at Brains on Fire, but he considers himself more of a “WOM Cupid” and a pathfinder for the agency’s clients. Geno shines at uncovering the DNA of sustainable word of mouth movements, and has walked the path with brands and organizations including Fiskars Brands, the National Center for Families Learning, Anytime Fitness, Love146 and The Environmental Defense Fund. He is a highly sought-after speaker and relishes the opportunity to share his thoughts and spark conversations with brands and organizations of all sizes. Geno has been a presenter and a workshop facilitator at events hosted by the Public Relations Society of America, Public Relations Student Society of America, Blackbaud BBCon (Australia), Influence Session Sydney, and the Word of Mouth Marketing Association, to name a few. He’s also co-author of Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements and The Passion Conversation: Understanding, Sparking, and Sustaining Word of Mouth Marketing.

- **Business marketing**
- **Word of mouth marketing**
- **Building + sustaining word of mouth movements**
- **Branding + identity**
- **Nonprofit marketing**
- **Social media**
- **Community building**
- **Gamestorming + workshops**

For more information—or to book Geno for a speaking engagement—please contact Amy@brainsonfire.com.

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UNDERSTANDING, SPARKING AND SUSTAINING WORD OF MOUTH MARKETING

The new world of marketing is personal. It's not about technology platforms or social media doodads—it's about real relationships, real passion and real people. After all, at the end of the day, we're all in the people business.

Understanding passion provides actionable insights that empower marketers to authentically connect with the people who love their brands. These relationships and conversations lead to sharing because they put people, not the brand, first.

*In this session, we'll share lessons from our book, **The Passion Conversation: Understanding, Sparking and Sustaining Word of Mouth Marketing**, exploring how passion compels brands to go above and beyond and inspires customers to talk, share and connect.*

lessons learned in

IGNITING WORD OF MOUTH MOVEMENTS

key takeaways include:

Authentic, sustainable word of mouth marketing is one of the truest forms of brand communication, and it can't be manufactured or bought. As businesses dedicate more marketing dollars to assembling word of mouth and buzz marketing programs, how can they build an effective, meaningful movement for the brand that will directly impact the bottom line? How can they identify brand advocates already speaking out on their behalf, and work with them to develop a natural two-way word of mouth program? Brains on Fire will explain how word of mouth marketing works and how it doesn't, providing techniques on how you can start to identify movement-building opportunities for your brand with authenticity and clear measurement results in mind. You'll learn how to identify passion conversations versus product conversations, and how to "open the kimono" to your customers and fans. We will highlight successful and nationally-recognized WOM case studies, as well as talk about ways to define ROI. In addition, we will draw from lessons discussed in the book Brains on Fire—revealing how to ignite powerful, meaningful, sustainable word-of-mouth movements that are a "win-win" for customers and the brand. Believing the focus should be on people and not simply new tools and tactics is the key to building long-term momentum both online and offline for companies, products, services or organizations.

- *How word of mouth marketing works and how it doesn't*
- *How to start identifying movement-building opportunities for your brand*
- *How to ignite powerful, meaningful, sustainable word- of-mouth movements that are "win-win" for both customers and business*