

MEET ROBBIN PHILLIPS

Brains on Fire

TOPICS

- **Business marketing**
- **Word of mouth marketing**
- **Building + sustaining word of mouth movements**
- **Identity formation**
- **Nonprofit marketing**
- **Entrepreneurship**
- **Leadership**

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



what she's all about

As one of the founders and Courageous President of Brains on Fire, Robbin Phillips has recruited a talented team of kindred spirits committed to the belief that marketing has the power to truly touch lives. Having launched her career as a graphic designer, Robbin remains involved in the creative development of client identities while tapping into her keen business sense to facilitate strategy. Inspired by the power of purpose, passion and people, Robbin and her team rally daily to deliver innovative, impactful solutions that elevate and celebrate a diverse range of clients including Love146, Foundations Recovery Network, Anytime Fitness, Bon Secours St. Francis Health System, BMW, DeVry University, GreenDot Public Schools, Fiskars Brands, Perception Kayaks, Ryobi Tools, Colonial Williamsburg, the National Center for Family Literacy, Best Buy and The Environmental Defense Fund. During Robbin's tenure, Brains on Fire has received numerous national awards including a Gold Effie and two Word of

Mouth Marketing Association WOMMIE Awards. She is co-author of two books, Brains on Fire; Igniting Powerful, Sustainable, Word of Mouth Movements, and The Passion Conversation: Understanding, Sparking and Sustaining Word of Mouth Marketing. As a highly sought-after presenter, Robbin frequently hits the road to speak at conferences and private events around the country. She has shared her insights on word of mouth marketing with groups big and small, including Brand ManageCamp, Brands-Only Summit and the Association of National Advertisers.

“Robbin’s presentation was incredibly inspiring and left attendees thinking big. She did an excellent job setting up stories, building a case for how to engage with an audience and how to inspire them to work as natural brand ambassadors.” —Megan Merry, IABC Omaha

Connect with Robbin on Twitter [@RobbinPhillips](#)
or via email at Robbin@BrainsOnFire.com.

SPEAKING FEES

Brains on Fire



What about travel?

Package 1: Presentation

A Brains on Fire speaker will travel to your event to deliver a presentation tailored to your audience. **(2 hours)**

\$2,500*, travel and purchase of one copy of our book for each attendee

Package 2: Presentation + Workshop

A Brains on Fire speaker will travel to your event to deliver a presentation tailored to your audience. Afterward, our speaker will facilitate a hands-on workshop** that teaches attendees how to put the principles of word of mouth marketing to use when they head back home. **(4 hours)**

\$5,000*, travel and purchase of one copy of our book for each attendee

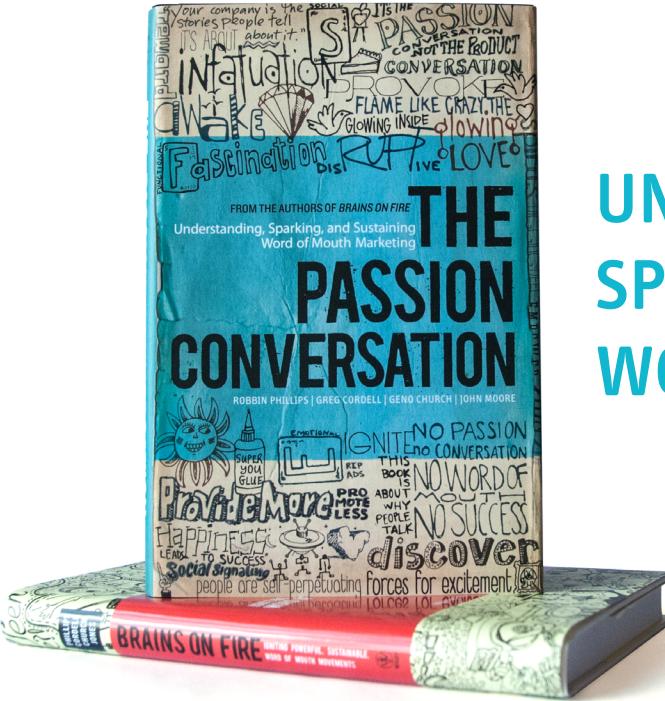
We ask that hosting organizations cover the cost of travel expenses including ground transportation, hotel, meals, tips and airfare as applicable.

Our speakers are available to drive to events in North Carolina, South Carolina and Georgia. They happily fly economy class to all other locations.

*subject to change

**workshop size is limited

Brains on Fire



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***