

TURKEL believes

*All About Them
Hearts Then Minds
Make It Simple
Make It Quick
Make It Yours
All Five Senses
Repeat, Repeat, Repeat*

TITLE: Build a profitable tourism brand to increase your business and save the world.

ABSTRACT: Why will consumers drive past convenient gas stations to fill their tank with their favorite brand? What was the secret that helped Apple sell over 100 million iTunes while Microsoft has only sold one million Zunes? How did Miami change their tourism brand from a tired retirement community known as “God’s waiting room” to one of the most vibrant, profitable, and popular destination in the world?

Most important, how can you put the answers to these questions to work for you?

Bruce Turkel runs a brand marketing firm that has made its clients rich by using his creative techniques to build brand value. Spend an entertaining and enjoyable hour with Bruce while he shows you the proven techniques that built Miami’s RevPAR to the highest in the United States, Discovery Channel Latin America the top cable channel in the region and much more. You’ll learn:

- The seven simple techniques to building brand value;
- The least expensive way to raise your meetings and convention prices;
- What Johann Sebastian Bach and Sonny Boy Williamson can teach you about building your brand;
- How a solution the mathematician John Von Neumann used to save American airmen 70 years ago can supercharge your business;
- Why the impact of travel and tourism matters more today than ever before.

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