

VanEx Speaker Series



Wednesday - November 23, 2011

**You're invited to meet and hear Roy Osing -
Author, blogger, speaker and educator.**

A leading senior executive in the Canadian Telecommunication industry, Roy Osing's career spans over three decades of singular achievement.

He is the author of the groundbreaking book "*BE DIFFERENT or be dead: Your Business Survival Guide*" which teaches practical and proven ways for organizations to distinguish themselves from the "competitive herd" and thrive and survive the unforgiving challenges of a chaotic and highly unpredictable marketplace.

He is actively promoting his work through workshop events, keynote addresses and media exposure. In addition, Roy regularly publishes blog articles on his *BE DIFFERENT* practices to help organizations better understand and implement his ideas.

Here are some of the topics Roy will cover during this Exclusive Event...

- Stand-out from the herd. BE Relevant and provide VALUE
- BE SiMPLE. Three questions will determine your Strategy
- Marketing: It's about VALUE Packages NOT Products
- Hire Human Being Lovers to Dazzle your Fans
- Sales: Have an intimate relationship!
- Cut the CRAP
- BE Anal about Execution
- You Service Automobiles; You SERVE people
- Kill Dumb Rules
- Lose the Sale BUT Save the Customer

If you are looking for the path to BE remarkable, gasp-worthy and indispensable to your customers and leave your competitors in the dust, you can't afford to miss this event.

Date: **Wednesday, November 23, 2011**

Location: **Terminal City Club**
837 West Hastings Street
Vancouver, BC

Agenda: 11:15 - 11:30 Networking
11:30 - 12:00 Luncheon
12:00 noon Roll Call/Announcements
12:15 - 12:45 Presentation
12:45 - 1:00 Q&A

Dress Code: Business Casual Attire

Member Name: _____

of members (no additional charge): _____

of non-members at \$35.00 each: _____

Please RSVP to Linda by phone at (604) 684-0660, fax to (604) 205-5490 or email exec@vanex.com by Friday, November 18th, 2011.

- Cancellations received after 12:00 noon on Monday, Nov. 21 will be billed.

vancouver **executives** association