

## e-Business & Marketing Speaker/Trainer

***“With over 70% of Americans online, and with online retail sales exceeding \$170 billion, e-business has become a critical component of your organization’s success.”***



the  
**WEB  
CHEF**

**PAUL J.  
GIBLER**

**Paul J. Gibler, MBA**, “the Web Chef” will help your audience develop their “recipe” for strategic success. His presentations, workshops or seminars give attendees takeaway ingredients to connect with customers. Using a combination of education, entertainment and applied examples Paul “spices” up each session with its own unique flavor. His delivery style and rich and relevant content will get things “cooking” at your event.



Among the topics that Paul has available are:

*Shake*  
**attracting  
customers**

### **Multi-channel Strategies to Build traffic**

[Web cast](#)

If you build, it will they come? This presentation provides a tutorial on the multi-channel options available for building traffic through techniques like search engine marketing (submission, optimization, keyword purchases), offline promotion, e-mail permission marketing, online advertising, blogs, etc.

*Bake*  
**retaining  
customers**

### **Building Online Customer Relationships**

On the web, your competitors are only a click away. In this session, we'll give you some recipes for using site *C'easonings* to optimize your site strategy by managing content, delivering customer service, optimizing site creative, building community and enhancing your e-commerce offering.

*Create*  
**online  
advertising**

### **Maximizing Brand Effectiveness and Response**

[Video Clip](#)

In this session, you'll gain insights into online advertising's role as both a branding and direct response medium. You'll also learn about advertising standards, newer ad formats, technologies and placement strategies that are leading to growth in online advertising. You'll explore rich media advertising, RSS ads and other new techniques.

*Deliver*  
**e-mail permission  
marketing**

### **Using e-Mail to Build Your Business**

[Video Clip](#)

Generating and avoiding “spam” has become a two way game between marketers and consumers. In this session, you'll learn the “dos and don'ts” of effective e-mail marketing including building/managing lists, privacy issues, “spam laws”, creating your e-mail, increasing delivery rates, effective creative tactics, copy strategies to increase your open rates.

*Spyder Food*  
**Search engine  
marketing**

### **Maximizing Traffic While Building Your Brand**

[Video Clip](#)

Search engines play an important component in your overall e-marketing strategy. In this presentation we offer tips on maximizing your search engine placements through key word purchases, pay-for-review submissions, search engine optimization (meta tag development, effective design) and other techniques to build your site traffic.

*Buzz*  
**Networks  
connected  
marketing**

### **e-Marketing Today & Tomorrow**

Astute Marketers are integrating new media tactics into their marketing mix. Consumers and businesses are generating significant new content and delivering it through blogs, vlogs, wikis, podcasts, word of mouth marketing, social networks and webinars to name but a few of the emerging techniques. In this session we'll explore some of the consumer driven trends leading to greater acceptance and comfort with these new media techniques.

***Visit our blog – [the Web Chef's e-Bytes!](#)***



## Business & Marketing Topics

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### *Brand Grate or Great?*

#### **Protecting and Building Your Brand**

Your website is the window to your brand. Are you optimizing your brand with an integrated and cohesive experience at all customer touch points? If you aren't, your brand could be full of holes and providing an inconsistent story and experience for your prospects and customers. In this session, you'll learn some perspectives and techniques to help maximize your brand value.

### *Pea Soup print, pixel and phone*

#### **Direct Marketing Choices**

Prospects and customers can be reached through a variety of direct marketing media. Are your strategies and tactics fully capitalizing on ways to use call marketing, e-mail permission marketing or direct mail in your mix? Are you integrating your customer information across channel? In this session you'll learn about some of the ingredients to a successful direct marketing program.

### *From Melting Pot To Salad Bowl*

#### **Capitalizing on America's New Demographics**

Is your business fully cognizant of the rapid demographic changes taking place in America? We've gone from a melting pot where sub-cultures blended to today's salad bowl where sub-cultures maintain their uniqueness. Today's minorities are rapidly becoming a majority in certain markets. The aging baby boomers are creating unique opportunities and challenges and the twisters pose their own unique challenges. Why not learn how you can capitalize on these changes?

### *Future Trends*

#### **Capturing and Engaging with Tomorrow's Direction**

Understanding where you are today and what got you there is but one challenge a business faces in managing for results. Tomorrow's successful businesses will be those that effectively identify, monitor and embrace the trends driving our increasingly globalized business world. In this session we'll identify some demographic, technological, economic and cultural trends that you need to understand to drive your business forward. This session can be customized with regional or state projections to help you move forward.

## Presentation Skills

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### *Powerful Presentation Techniques (PPT)*

#### **PowerPoint and Presentation Skills**

In this interactive session, you'll be given tools and techniques to create a powerful presentation using PowerPoint and effective platform skills to frame your message and tell your story. This program is typically a multi-day engagement for a small group of professionals with a computer lab to allow for attendees to present in a safe environment.

***Visit our Blog – [PPT – Powerful Presentation Techniques!](#)***



## Engagements



### Professional Associations

**AAF** (*American Advertising Federation*) – 8<sup>th</sup> District Conference; 9<sup>th</sup> District Seminar; Bismarck, ND; Charleston, SC; Dubuque, IA; Fargo, ND; Sioux Falls, SD; Fox Valley, WI; Grand Rapids, MI; Knoxville, TN; Lansing, MI; Tucson, AZ; Peoria, IL

**AMA** (*American Marketing Association*) – Des Moines, IA

**ASTD** (*American Society for Training & Development*) – Madison, WI; Milwaukee, WI

**IABC** (*International Association of Business Communicators*) – Madison, WI (twice); Rockford, IL; Indianapolis, IN

**MCAI** (*Media Communications Association International*) – Madison, WI

**SME** (*Sales & Marketing Executives International*) – Madison, WI; Milwaukee, WI

### Trade Associations

**Associated General Contractors of WI** – Madison, WI; Appleton, WI

**CUES** (*Credit Union Executives Society*) – Honolulu, HI; Las Vegas, NV

**CUSchool** – online (twice)

**CUNA** (*Credit Union National Association*) – New Orleans, LA; online (three times)

**OH/IN Credit Union Leagues** – Indianapolis, IN

**WICUL** (*WI Credit Union League*) – Madison, WI

### Education

**MSOE** (*Milwaukee School of Engineering*) – Milwaukee, WI

**Marquette University MBA Program** – Milwaukee, WI

**University of Wisconsin System** – Milwaukee, Platteville, Whitewater

**University of Wisconsin Milwaukee Center for Technology Education**

**University of Wisconsin Madison Executive Education** – Madison, WI (twice)

**WWBIC** (*Wisconsin Women's Business Initiative Corporation*) – Madison, WI

### Other

**Associated General Contractors Wisconsin** – Appleton, Madison, WI

**Forward Janesville Leadership Development Academy** – Janesville, WI

**National Seminars** – New Orleans, LA; Jackson, MS; Memphis, TN; Little Rock, AR; Sioux Falls, Rapid City, SD; Bloomington, MN; Omaha, NE, Davenport, IA; Austin, Dallas, Houston, San Antonio, TX; Salt Lake City, UT; Denver, CO; Helena, MT; Columbus, Cincinnati, OH; Indianapolis, IN; Milwaukee, Green Bay, WI; Chicago, IL

**TEC Midwest** – Madison, WI

**WI Governor's Conference on Tourism** – Madison, WI

### Corporations

**Econoprint** – Madison, WI (twice)

**Virchow Krause LLP** – Madison, WI

## Feedback

"I really enjoyed learning about new advertising techniques with newsletters."

[International Association of Business Communicators \(IABC\) Indianapolis](#)

"I like how you incorporated pre-meeting survey results and attendee websites."

[Fargo/Moorhead Advertising Federation](#)

"Introducing yourself to individuals and your chef outfit works great."

[Media Communications Association International](#)

"Great presentation – comprehensive review of the right ingredients to stir up e-success!" [University Of Wisconsin E-Business Consortium](#)

"You gave the best presentation I have ever seen on the internet." **Charleston Ad Fed**

"Great use of examples! Animation in speech keeps it interesting."

**Econoprint – Connecting with Customers**

"I was (as were so many others) impressed with your ability to cover so much information, so quickly and yet so succinctly. We were deluged with positive feedback from the membership and board." **Sales & Marketing Executives Milwaukee**



Recent  
Articles

**Visit our blogs!**  
**PPT – Powerful  
Presentation  
Techniques &  
the Web Chef's  
e-Bytes**

[“Cutting through the Blog Fog”](#) – Wisconsin Technology News, August 2006  
[“No RSS Feed? You’re Fired!”](#) – Wisconsin Technology News, July 2006  
[“Social Computing in the Web 2.0 Era”](#) – Wisconsin Technology News, July 2, 2006  
[“Phishing, Pharming, Spoofing and Spimming”](#) – Credit Union Exec Newsletter, April 2005  
[“R U Up-to Date on Mobile Marketing?”](#) – Credit Union Exec Newsletter, Oct 2004  
[“Add Local Online Listings to Media Mix”](#) – Credit Union Exec Newsletter, July 2004  
[“Getting Your Share of the Aftermarket”](#) – WI Auto & Truck Dealer Assoc., April 2004  
[“Many are e-Mailed, Few are Delivered”](#) – Credit Union Exec Tech Newsletter, March 2004  
[“Sending a Message Online”](#) – Corporate Report Wisconsin, Dec 2003  
[“Navigating the C’s of e-Business”](#) – Credit Union Executive, May/June 2003

Affiliations

*President* – Madison International Association Business Communicators (2000 – 2004)  
*Board Member* – Madison Advertising Federation (2000 – 2003)  
*Business Advisory Board* – University of Wisconsin Platteville, University of Wisconsin  
*Business Advisory Board* – WisconsinMade.com  
*Member*

- American Advertising Federation
- American Marketing Association
- American Society for Training & Development – SCWC Chapter
- International Association of Business Communicators
- Madison Area Business Consultants
- National Speakers Association – WI Chapter

About Paul J. Gibler, MBA

- e-Business and e-Marketing experience since 1996
- Founder, Digital Brand Strategist and Principal Consultant CONNECTINGDOTS
- Over 20 years marketing experience in b2c, b2b, health care, life science, financial services and education
- Corporate experience
  - Director of Marketing Communications - Biotech firm
  - Marketing Communications Manager – Medical Device and Pharmaceutical Firms
  - Marketing Manager – Financial Services firm
  - Channel Manager – Pharmaceutical firm
- 5+ years experience in adult education
- Adjunct Faculty – University of Wisconsin Milwaukee, Platteville, Whitewater and Marquette University
- Contributor – online e-business and marketing discussion groups
- Author – 2 blogs, articles for e-business and marketing newsletters and general business publications
- Speaker – e-marketing related topics around the country
- BS, Marketing/Accounting – The Wharton School, University of Pennsylvania
- MBA, Marketing – University of Michigan
- Leader – International Association of Business Communicators and American Advertising Federation

***Please contact us to view our demo CD ROM, for information on our speaking fees and/or to explore customized presentation options***

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higher resolution marketing

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