

Tim Reid

Marketing Keynote Speaker



In Brief

- Tim Reid is the founder and host of Australia's #1 marketing podcast – *The Small Business Big Marketing Show* – in which he interviews successful small business owners from around the world. Having started it three years ago, he now has a global audience of business owners in the tens of thousands.
- By walking his talk and creating quality content, Tim ranks #1 on Google Australia for the key search phrase *small business marketing*.
- Following twenty years in the corporate marketing world, Tim has been successfully running his own business for the past seven years in which he provides leading edge marketing communications advice and counsel to businesses of all sizes.
- A regular writer for Nett magazine and the Flying Solo website, Tim's believes there has never, ever been a better time to market a small business. The possibilities are now endless and it is now easier than ever for a small business to punch way above its marketing weight.
- Tim spent some 20 years in the corporate marketing world including 10 years at Clemenger BBDO looking after global brands including Yellow Pages and Gillette, was the Marketing Manager at Flight Centre, he worked alongside Jim Stynes at Reach to bring to life their most profitable fundraising event ever and he also helped start Smorgon Steels' corporate social responsibility division.

- Tim is a highly practical and emotional marketer who has the uncanny ability through story telling and practical real-life examples to move his audience in to taking swift and decisive marketing action.

Description

Tim Reid is the founder and host of Australia's #1 marketing podcast – The Small Business Big Marketing Show – in which he interviews successful small business owners from around the world. Having started it three years ago, he now has a global audience of business owners in the tens of thousands. He is also a successful small business owner in his own right.

Presentation Topics

Modern marketing techniques – Discover the plethora of new tactics (many inexpensive if not free) to market your business.

The Power Of Content Marketing – Stop pushing customers away and start pulling them towards you by creating quality content. Tim explains why you should, what your options are and how to implement them.

Smart Marketing – Having interviewed well over 100 successful business owners who've used marketing to get them where they are today, Tim shares some fantastic examples of smart marketing.

Podcasting – Why and how any business, no matter what its size, can have their own show, become a thought-leader in their industry and attract more customers.

Innovation – Discover why innovation is so important and how you can implement a culture of innovation in any business using Tim's Killer Innovation process.

** Tim provides the option of delivering his topics either as a keynote address or in a more practical presentation / workshop format.

Past Clients

Leader Newspapers
David Jones
ACP Magazines
Beechworth Bakery
Australand

Flying Solo
Centro
Noodle Box
Coloplast
CBS Interactive

Murdoch Children's Research
Victorian Government
The CEO Institute
Bank Of Melbourne
Hewlett Packard

Testimonials

"I have just recently attended a branding workshop for the Beechworth Bakery with Tim Reid, and found it terrific. Tim had really done his homework. He was great to work with, the program was simple and he kept the whole group focused. Everyone who attended the workshop really enjoyed it and I believe it was money well spent."

Tom O'Toole, Founder of the Beechworth Bakery

"I've known the lovely Tim Reid for a few years. Tim was the opening keynote speaker at our 2010 Flying Solo LIVE! Conference and he was truly awesome. I sat waiting for him to slow down, but he never did. We received 100 feedback forms following his presentation and his average score was 9 out of 10. From what I can see, the only complaint was that we didn't let him talk for longer!"

Robert Gerrish, Founder & Director, Flying Solo

"Tim is larger is a than life individual. His presence is very real, his enthusiasm is contagious, his passion for knowledge is endless and his honesty is underpinned by drive and high-activity. Tim is the sort of person, you just want to be around."

Darren Finkelstein, Southern Regional Manager, Apple

"Tim provides great creative ideas and content. He is fun, challenging and delivers. Use him!"

Andrew Grant, CEO, CO2 Australia

"Tim Reid's presentation was outstanding. The feedback was universally positive. Not only is he engaging and energetic with an impressive and broad knowledge base, he understands that for most people, the value in attending seminars is to come away with something practical. That was our brief and Tim nailed it. We've already had people saying they would come to more seminars we host because of the quality of what Tim delivered for us."

Kammeron Kran, Group Marketing Director, Leader Newspapers

"...I was very impressed with Tim's input. He is intelligent; he has a presence and the energy to keep the momentum going over a prolonged period. The feedback we had from our forty staff was universally positive."

Professor Terry Dwyer, Director, Murdoch Children's Research Institute

"Tim Reid gets marketing. I initially met Tim when he opened up a whole new world of marketing to me at a presentation he gave at The CEO Institute. I subsequently had him run his Branding process with my management team that gave us all 100% clarity around what our brand stood for and how we could use it to ensure our message to market was clear and compelling. He shares his knowledge in a fun, down-to-earth, realistic way. If you're looking for solid branding and marketing advice that you can implement tomorrow and benefit from shortly thereafter, then talk to Tim."

Colin Lear, Founder & CEO, Tasty Trucks

“Tim has the best combination of laser focus of what works, with simplicity. It just all makes such easy sense doing it the Tim way. It's not about cost, it is all about smart. Thoroughly recommend Tim to any business who wants to stop wasting money & start making it.”

Arn Betteridge, Signature Clothing Co.

Tim's websites

Small Business Big Marketing – www.SmallBusinessBigMarketing.com
Australia's #1 Marketing Show.

Get Your Own Show – www.GetYourOwnShow.com.au
Tim's consulting business where he works with small business owners to become opinion leaders in their industry.

Freedom Ocean – www.FreedomOcean.com
A globally popular Internet marketing show he hosts.

The Ideas Guy – www.TheIdeasGuy.com
Tim's marketing consultancy.

Contact Tim

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