


Redchair Branding's

# BOOT CAMP<sup>®</sup>

April 2009 | **Newsletter**

*Inspire to Action.*



# 2009

**Inspire to Action**

**One [Step] at a time**

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Canada has a new Creative Inspiration  
And he is full of Creative Energy!

Gerry is known to many as 'Canada's Creative Coach'. As an international branding expert and award-winning Creative Director, Gerry inspired people to action. Originally trained and educated in design and architecture, he applies these skills, disciplines and insights to help people and businesses creatively transform themselves. Gerry has directed thousands of creative campaigns in multiple sectors including, travel and tourism, healthcare, education and technology.

He's a successful entrepreneur, author of 3 books, co-host on an upcoming television series, and runs successful "BigThink" and "Branding Boot Camps" experiences. With a goal to creatively inspire 1 million people to action, Gerry is well on his way to achieving this as an Inspirational speaker on creativity.

Inspire to Action.



*"When you are inspired, anything is possible and your mind opens to new and limitless potential. You wake up with a surge of ideas and find more creative ways to problem solve. You will inspire others around you and that is a powerful thing." Gerry Visca*

## The BIG THINK delivers BIG Results....Mike Lipkin and Gerry Visca

**Gerry Visca** together with Mike Lipkin, kicked off two full days of creative inspiration, motivation and entertainment on March 27th and 28th to a cast of BIG THINKERS with a morning key note to **GET CREATIVE** that applies his laws of creativity for getting what you want. The following day, Gerry delivered a second high-energy presentation on how to stand out and win with creative presentations.



## Rogers Television captures inspiration at the Mississauga Board of Trade

In March 09, Gerry delivered a high energy Branding Boot Camp to a room full of entrepreneurs. Rogers was there to film the day for their 'In business' TV show.

*"Energy is the corner stone of every presenter and the Mississauga audience got their money's worth with Gerry Visca"*  
**David Wojcik, TV Producer, Business in Motion**

- Uncover your Natural Ability
- Condition your Mind
- Create your Own Opportunities
- Focus on the End Goal
- Develop your Personal Brand
- Build Momentum
- Collaborate and Attract
- Differentiate
- Become a Master Presenter
- Live Life with Passion

*"Anyone in Gerry's session is going to walk away with a higher level of confidence in their own capabilities. Gerry get's people to think about what their raw talents are. Gerry get you to 'actionize' on our unique talents and untapped opportunities"*  
**Ellen McGregor, 2009 Chair Mississauga Board of Trade**

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## CSEME09

Canadian Special Events & Meetings Expo 2009

### Gerry inspires the event industry

CSEME is the leading event and meeting industry conference and trade show in Canada. Gerry Visca delivered a high impact luncheon key note on March 26 at Toronto's Metro Convention Centre to over 100 meeting professionals.

### Istanbul set to GET CREATIVE on June 3, 2009

Gerry Visca will be creatively inspiring a cast of international entrepreneurs on the principles of **innovation and creativity** in a full day innovation boot camp in Istanbul.

### What are audiences learning?

- How to uncover your unique ability and develop it
- The art of personal and business branding
- How to get inspired by your life's purpose
- How to apply right brain thinking
- Powerful presentation delivery techniques
- How to creatively transform yourself
- How to stand out from the competition
- How to inspire to action and create anything



### In the NEWS:

### The Media spreads the inspirational message



Guelph Mercury.com



Throughout February and March/09, the media was interested in Gerry Visca's approach to creatively inspiring individuals and businesses into action. **Recent interviews included: TheSPEC video interview; The Mississauga Business Times, CFRB Radio Interview, CBC Fortune Hunters, Guelph Mercury, Rogers Television and local newspapers in Port Hope and Timmins.**

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## Inspired Feedback from Audiences

"Gerry Visca is well known as an emerging creative speaker that helps people and businesses raise their level of creativity. We are so pleased to have had him as our key note speaker." **Sheldon Leiba, President/CEO, Mississauga Board of Trade**

"Anyone in Gerry's session is going to walk away with a higher level of confidence in their own capabilities. Gerry get's people to think about what their raw talents are. Gerry get you to 'actionize' on our unique talents and untapped opportunities"  
**Ellen McGregor, 2009 Chair Mississauga Board of Trade**

"Energy is the corner stone of every presenter and the Mississauga audience got their money's worth with Gerry Visca" **David Wojcik, TV Producer, Business in Motion**

"Gerry Visca is so full of energy and great at waking and energizing his audience. I've never seen a speaker inspire an audience like Gerry Visca"  
**Soniya Ojha, Mississauga Board of Trade**

"Gerry doesn't worry about thinking inside or outside a box, there is no box with this guy! He knows how to awaken your inner passion" **Marie Fitzpatrick-Hall, City of Mississauga**

Gerry Visca is an incredible motivator and genuine leader. He has the ability to inspire others and is an amazing networker. He strives on bringing others together and does very well at establishing connections. Gerry speaks to his audience with great ease and keeps us all on our toes. I will definately attend more of his events in the future!  
**Miranda McKenna, Real Estate Sales Representative Royal LePage Estate**

"Thanks Gerry, I just wanted to say that I saw you at the CESME09 Trade Show and you were fantastic!" **Diahann**

"Gerry was an extremely engaging speaker and the content reinforced and enhanced many strategies I'm working at implementing presently." **Steve BIGG**

"I liked the way he engaged the audience using opportunities to show people how they could connect. I don't think we can hear it often enough. It needs to apply in all contexts in our lives. I was re-inspired. Very energetic and thought provoking. It starts with the personal and I needed to be reminded of that."  
**Nancy Milne, MS Society**



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