

# **Geno Church**

**Word of Mouth Inspiration Officer at Brains on Fire**

Greenville, SC, US

No passion, no conversation. No conversation, no word of mouth. No word of mouth, no successful business.

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Geno Church is the Word of Mouth Inspiration Officer at Brains on Fire, but he considers himself more of a pathfinder for the agency's clients. He's walked down the path with Fiskars Brands, The National Center for Families Learning, Anytime Fitness, Love146 and The Environmental Defense Fund. He likes uncovering the DNA of sustainable word of mouth movements. Geno has spoken at events, presented webinars and facilitated workshops for the Public Relations Society of America (PRSA), Public Relations Student Society of America (PRSSA), Blackbaud BBCON (Australia), Influence Session Sydney, and the Word of Mouth Marketing Association, among others.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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Direct Marketing, Advertising/Marketing, Social Media, Public Relations and Communications

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Word of Mouth Marketing, Content Strategy, Social Media Strategies, Creative Direction, Marketing Strategy, Brand Identity & Development, Customer Engagement, Community Building

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## **Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements**

Geno Church has a plethora of ideas about how to get your internal and external client-base to talk up projects and initiatives that are important to them. Based on the book Brains on Fire, Geno will give you the keys to building long-term momentum both online and offline for your product, service, or organization. With lessons you can start building on today, Geno will take you step by step through ways to inspire excitement and engage customers and other stakeholders who will advocate for you.

## **People-Powered Brands: Empowering a Tribe of Internal Advocates**

Your brand isn't a product or a line item on a spreadsheet. It's the stories people tell about it. Believe it or not, your best storytellers are your employees. It's time to unlearn everything you thought you knew about your organization's internal structure, as Geno helps you dig deep to uncover the real "why" that drives your brand. The result? A "people-powered brand" that spreads passion for your company, brand or service far beyond your walls.

## **How to Grow Word-of-Mouth Movements: People Are the Killer App**

What does it take to build a movement of loud and proud brand ambassadors? Geno Church teaches you the lessons on how your brand can build and grow a movement, starting with how to treat people like fans, not customers, and how to allow your fans to share brand ownership. Learn the difference between a movement and a campaign, as well as how to measure ROI. Takeaways include tips on how to turn product conversations into passionate conversations and building & growing a word-of-mouth movement.

## **The Passion Conversation: Understanding, Sparking and Sustaining Word of Mouth Marketing**

The new world of marketing is personal. Understanding passion provides actionable insights that empower marketers to authentically connect with the people who love their brands. These relationships and conversations lead to sharing, because they put people, not the brand, first. In this session Geno will share lessons from Brains on Fire's new book, The Passion Conversation, exploring how passion compels brands to go above and beyond and inspires customers to talk, share and connect.

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## **KEYNOTE SPEECH ? Word of Mouth Movements: Integrating Social Media with Offline Engagement**

Socialize West 2011: Monetizing Social Media

## **Word of Mouth Marketing**

Social Fresh Nashville

## **People are the Killer App**

Social Media Business Forum

## **KEYNOTE SPEECH ? Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements**

Executive Forum: The Leadership Series

## **How to Grow Word-of-Mouth Movements: People Are the Killer App**

PRSA Webinar Series

## **KEYNOTE SPEECH ? People-Powered Brands: Empowering a Tribe of Internal Advocates**

PRSA Connect 12

## **Building Word of Mouth**

GSA Technology Council Speaker Series

## **Lessons Learned in Igniting Word-of-Mouth Movements**

San Diego Advertising Club Workshop

## **How to Create Offline Word-of-Mouth**

Word of Mouth Crash Course Conference

## **KEYNOTE SPEECH: Lessons Learned Igniting Word of Mouth Movements**

Wisconsin PRSA Professional Development Conference

## **KEYNOTE SPEECH: The People-powered Brand**

University Communicators Network Annual Conference 2012

## **Lessons learned in igniting word-of-mouth movements**

IABC 2012 World Conference

**Word-of-Mouth Marketing**  
NewComm Forum 2010

**The Word-of-Mouth Confessional: Lessons Learned in Creating Brand Movements**  
PRSA International Conference 2010

**Lessons Learned Igniting Word of Mouth Movements**  
PRSA Georgia Chapter Speaker Series

**KEYNOTE SPEECH: Lessons Learned Igniting Word of Mouth Movements**  
American Marketing Association Lincoln Speaker Series

**What a For-Profit Can Learn from a Non-Profit about Content Marketing**  
WOMMA Summit 2011

**Word of Mouth Movements: Integrating Social Media with Offline Engagement**  
PRSA International Conference

**How to Leverage Word-of-Mouth Movements**  
Blackbaud Conference for Nonprofits 2011

**KEYNOTE SPEECH: How to Build a Sustainable Word-of-Mouth Movement**  
IABC NC Triangle Chapter Speaker Series

**Bringing SEXY Back to Offline Marketing Using Customer Touchpoints as Talking Points**  
WOMMA School of WOM Conference

**Your Next Big Idea: Getting Down to Basics**  
PRSA 2012 International Conference

**Universal PR Professional of Tomorrow: New Requirements and Competencies**  
PRSA 2012 International Conference

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**Word of Mouth Inspiration Officer ? Brains on Fire**

Brains on Fire helps organizations build movements. Born out of the bond between word of mouth marketing and identity development, we are devoted to helping organizations discover and sustain excitement about who they are and why they exist. Our process isn't about creating a presentation. Or creative for the sake of being creative. It's about building a movement. We create fans rather than customers.

### **Co-Author ? Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements**

Brains on Fire offers original, practical and actionable steps for creating a word-of-mouth movement for corporations, products, services, and organizations. Featuring ten lessons you can start building on today, it takes you step by step through lessons the authors have learned on how to inspire excitement and engage the customers and other stakeholders who will advocate for you. Brains on Fire gives you the keys to building long-term momentum, both online and offline.

### **Recipient ? Cause Marketing Award (Gold)**

At the 2011 WOMMY Awards, the Brains on Fire team received the Gold Cause Marketing Award for Wonderopolis: Inspiring a New Literacy and Learning Experience. The WOMMY Awards celebrate the most effective campaigns in word of mouth marketing. The Cause Marketing Award celebrates the best use of integrated digital marketing focused on the use of digital media (e.g. social networking sites, viral video, blogs, mobile, etc.) as a tactic to advance a cause marketing initiative.

### **Judge ? 2012 WOMMY Awards (Charitable Category)**

The WOMMY Awards celebrate the most effective campaigns in word of mouth marketing. The Charitable Category celebrates the best use of integrated digital marketing focused on the use of digital media (e.g. social networking sites, viral video, blogs, mobile, etc.) as a tactic to advance a cause marketing initiative. Cause marketing is defined as a relationship between a company and a cause or nonprofit that the company wants to talk about in the marketplace.

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### **Howard Parry-Husbands**

"Geno is a brilliant creative, a wonderfully engaging speaker and natural presenter, and most importantly, has dedicated his life to advancing the cause of PEOPLE and WOM and advocacy as the focus of marketing. Geno took the room on an emotional rollercoaster of great case studies from the hilarious power of Chick-fil-A's marketing genius and marketing disasters to the tear-jerking profundity of Love146."

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