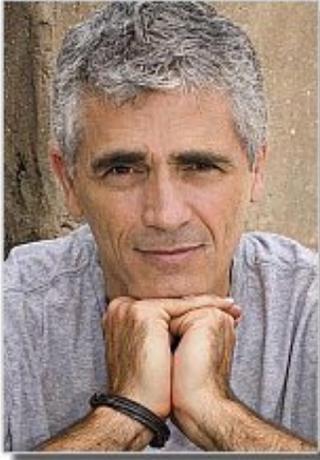




CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Bruce Turkel, CPAE

Travels from: Florida

Fee Range: \$15,001 - \$20,000

As CEO of the successful brand management firm, TURKEL, Bruce Turkel has been creating and working with valuable brands for over 30 years. Bruce Turkel's concepts are simple but not simplistic. His methods are easy to understand and immediately actionable. His talks present a profound, proven, and potentially profitable way to build your brand strategy, increase sales and create real traction with your social media activities. Under Bruce's guidance, his firm has created wildly effective campaigns for its clients, including Hasbro, American Express, Charles Schwab, Citicorp, Discovery Channel, Partnership for a Drug-Free America, HBO Latin

America, Peabody Hotels, Bacardi, Kissimmee Convention & Visitors Bureau, Canyon Ranch Living and Sol Meliá Hotels & Resorts, to name just a few.

Bruce's firm is built on the belief that marketing should be well-designed, simple, and should make a client's products and services more valuable. Using this straightforward checklist, he has worked with hundreds of clients, written thousands of headlines, and designed even more print ads, television spots, websites, and campaigns. When he's not creating advertising or design, he's a sought after expert for CNN, MIT, NAMM, MPI, UM, NSA. He's also the author of *Building Brand Value: Seven Simple Steps to Profitable Communication* and two other branding and advertising business books. In 2016, Bruce released *All About Them: Grow Your Business by Focusing on Others*.

A captivating and entertaining speaker, Bruce has spoken at MIT, Harvard, TEDx, and hundreds of corporate and industry conferences. Bruce appears regularly on FOX Business and has been on CNN, ABC, CBS, and NPR. He has been featured in *The New York Times*, *Fast Company*, *Communication Arts* and *AdWeek*. His branding work has been honored by Communication Arts, the Art Directors' Club of New York, Clio and the One Show to name just a few, and this year his work won six Emmys.

In addition to writing and illustrating books and articles on branding, Bruce is the front man for the Miami R&B band Blackstar and enjoys practicing his harmonica in traffic, as well as being a dad, a husband and mentor and training for marathons.

Most Requested Programs...

- 7 Steps to Building Brand Value
- Defining Your Brand Essence
- WTF??!! The Keys to Innovation Hidden in Plain Sight