



Thought Leadership Symposium *for Women*

February 24-26, 2012 | San Francisco

Become known as the leading influencer in your field of expertise.

This 2½ day immersion experience is for women who want to change the way people think, and who won't rest until they succeed.

Includes 12-month follow-on implementation program.



The critical issues of our times need women's voices.
They need your voice.

Women of Influence

Imagine a world where your ideas are so well known that they shape how people think or behave. This is the province of thought leaders.

Thought leaders are deeply knowledgeable people who change the way we think about our lives. They influence us because we believe in their ideas, and because their ideas are readily available.

Add your ideas to the conversation

Women make up more than 50% of the U.S. population, but if you look around you'll see that the people influencing policy, science, the economy, healthcare, and just about every other important area of our lives, are predominantly male.

Women's voices are largely absent from society's key decisions.

Being a thought leader is more than just about making money, or doing well in your profession. It's about making a difference, by adding your voice and ideas to the important conversations that affect our lives.

And that's the primary purpose of the Thought Leadership Symposium for Women: to put you squarely on the path to becoming a frequently quoted and in-demand thinker, whose ideas are broadly accepted.



Take your seat at the table.

The time is now for women to get the acknowledgement they deserve, to rise to their rightful place as thought leaders in their fields of expertise



You can make a conscious decision to break through the pack and transform yourself from excellent to that singular, one-of-a-kind authority that unmistakably distinguishes you.

Begin your journey at the Symposium — you won't find any other event that can walk you through the process of becoming an influential, in-demand thinker.

It will help prepare you to fulfill your goal of making the world a better place — even if that's just a small piece of the world — and to leave a legacy of ideas.

Many of us need a formula to attain a goal this far-reaching. At the symposium you'll get structure, a step-by-step process for advancing your professional standing, and your own custom plan with clear, achievable goals.

For women only

As you know, women face added barriers just because they're women. Some are so subtle that we miss them.

The Symposium is for women only, to allow for sharing common experiences unique to women and to let you examine the issues more deeply.

With a maximum attendance of 15 women, you'll get individualized attention, an intimate atmosphere, and opportunities to spend quality time with fellow participants and presenters.

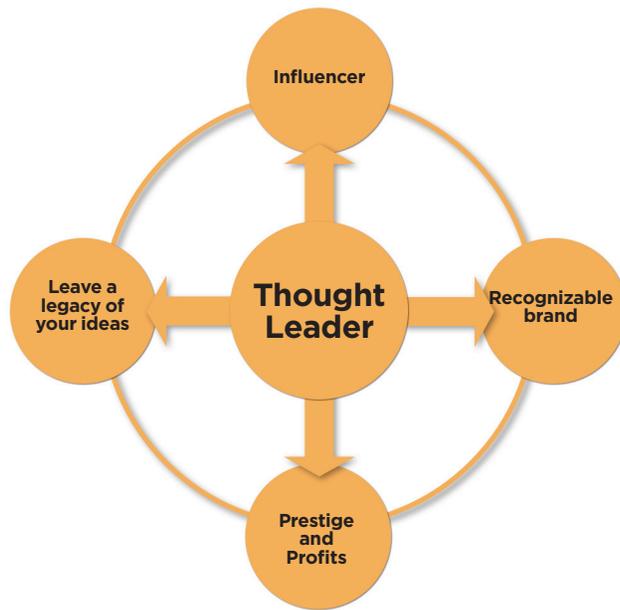
What you'll get – a partial list



- ✓ A personal step-by-step, accelerated action plan for becoming a thought leader in your field
 - ✓ A compelling draft write-up of the idea around which you'll build your thought leadership
 - ✓ A branding concept for your idea
 - ✓ A solid book concept
 - ✓ An outline for an attention-getting op-ed opinion piece to submit to your local news publication
 - ✓ In-depth review of the critical success factors, traits and characteristics of thought leaders, and ideas for adapting them to your situation
 - ✓ Tools for identifying key markers that indicate you've achieved thought leadership
- ✓ **12-month follow-up program for advancing your standing as a thought leader**

Symposium Program Highlights

Advantages for you as a Thought-Leading Woman™



©2012 Roberta Guise. All Rights Reserved.

Being a thought leader is about making the world a better place.

Thought leader defined Thought leaders are people who change the way we think and behave in an area of our lives. We'll engage in focused discussions on what it means to be a thought leader, how it applies to you, and the steps you can intentionally take to achieve thought leader status.

Anatomy of a Thought Leader

- Using two books that represent thought leadership, we'll examine the attributes that make these books standouts (you'll receive them after registering for the Symposium)
- We'll review TED videos to assess what makes the speakers thought leaders, and what about their ideas is compelling.
- We'll deconstruct articles profiling thought leaders and pinpoint key factors the media use to identify leading experts

Your customized strategy and action plan Using Symposium founder and leader Roberta Guise's proprietary *Guise Thought Leader Development System for Women™*, even before the Symposium ends you'll begin to accelerate your standing as the thought leader in your field by creating your custom step-by-step plan.

Develop and refine your idea What's your big idea? Who do you want to influence? How do you want to change the world? What do you want your legacy to be? What do you have in place now? We'll answer these questions and more.

You as Content Machine To influence people, whether in a narrow industry or the public at large, you need to develop content into a cohesive body of knowledge in your field. We'll survey the various formats, techniques and platforms for presenting your ideas and getting them well exposed.

Symposium Program Highlights *(continued)*



Build visibility, welcome exposure Get your idea in front and top of mind of your target audience! We'll survey traditional and leading edge PR techniques, including the ever-expanding heft of social media (including your blog and website), and professional speaking.

Barriers, blocks and the proverbial brick walls A frank discussion on what could slow you down or stop you from becoming a thought leader. We'll discuss the tools and techniques for handling both internal and external barriers.

Take a stand A presentation on how to write stand-out op-eds and letters to the editor, and how to get them published. News flash: editorial page editors want material from women!

Online presence To be known you need to be seen and accessible. If you don't yet have your own website, blog or social media accounts, this segment of the Symposium will give you a primer for launching your online presence. If you're already online, you'll learn about the latest tools and techniques for advancing your online marketing gravity.

Branding and packaging This is about how to present and create the visual and written "messages" about your idea, so that they take hold and spread.

Own your idea, legally We'll review options for intellectual property ownership, and provide a pre-screened list of resources to help you navigate the legal aspects of managing your IP.

Meals — together We'll eat our meals together, to give us time for informal discussion and networking. The program fee includes all meals: continental breakfast on Friday, Saturday and Sunday, plus lunch and dinner on Friday and Saturday.

Play Time Take time out at the hotel to be pampered, go for a swim, or get physical!

Special activity Sunday afternoon *(optional)* If you can, join us for a lighthearted walking tour that uncovers 10 divas who left their legacy on the San Francisco landscape.

Symposium includes 12-month follow-on implementation program

Symposium Leaders



Roberta Guise | Symposium Founder and Leader

Roberta Guise MBA, an award-winning marketer and video producer, shepherds successful women through her exclusive process to accelerate and secure their thought leadership in their field of expertise.

Her thought-leading clients have included women authors in such diverse fields as blast engineering, medicine, chemical engineering, nutrition and psychology.

Roberta also advises small business owners, independent professionals and non-profits on how to build a profitable stable of customers, create effective promotions, and get known through branding, precision marketing and public relations. Her thinking and opinions have been published in such publications as *Business Week*, *Fortune Magazine*, the *San Francisco Chronicle* and *San Francisco Examiner*, and in a mix of professional and trade publications.



Rebecca Morgan | Featured Speaker

Rebecca Morgan, CSP, CMC, is the bestselling author of 25 books, an internationally sought-after management consultant, award-winning blogger, and media resource. She's appeared on *60 Minutes*, *Oprah*, the *Wall Street Journal*, *National Public Radio*, *USA Today* and international media.

Rebecca is a management consultant to individual executives, small organizations, and major corporations. She's earned the highest designations in her professional associations, the Certified Speaking Professional (CSP) and Certified Management Consultant (CMC).

Congratulations on making this important decision to invest in your future.

Please register early, as registration is limited to 15 women.

Symposium fee includes:

Before

- Pre-Symposium preparation work
- In-depth discussion (by phone) with Symposium leader Roberta Guise
- Two books to review prior to the Symposium (*for discussion during the sessions*)

During

- 2½ days of high-level presentations and interactive sessions
- In-depth program materials and workbook
- All meals, including breakfast, lunch & dinner Friday through Sunday lunch

After

- Post-Symposium, 12 monthly group teleconferences to help keep your progress on track

<input type="checkbox"/>	Clear-and-Committed Discount	Save \$2,000	<i>Register by January 13</i>	\$3,995
<input type="checkbox"/>	Want-to-Save Discount	Save \$1,000	<i>Register by January 23</i>	\$4,995
<input type="checkbox"/>	Standard		<i>Register after January 23</i>	\$5,995

For information about a payment plan contact **Roberta Guise**, 415-979-0611

How to register (registration form next page)

Fax: 415-587-9364

Mail: Guise Marketing & PR, 5241-F Diamond Heights Boulevard, Suite #223, San Francisco, CA 94131

Book your hotel

Marines Memorial Club and Hotel San Francisco

609 Sutter Street, San Francisco, CA 94102

Phone: 800-562-7463 | **Fax:** 415-441-3649 | www.MarineClub.com



When reserving your hotel room, mention “Thought Leadership Symposium for Women” to receive the special Symposium group rate (hotel rooms are not included in the Symposium registration fee). The hotel is holding a limited number of rooms at the special rate until January 25, 2012.

- Special private walking tour Sunday, February 26, 2:30-4:30pm** (included in registration fee): Join us for a lighthearted walking tour that profiles 10 extraordinary divas who left their legacy on the San Francisco landscape.

Symposium Registration Form



Name _____ Title _____

Company or Organization _____

Industry/Your Area of Expertise _____

Street Address _____ City/State _____ Zip Code _____

Phone _____ Email _____

Payment Method

Check is enclosed for: \$ _____

Please make your check payable to: Guise Marketing & PR

Mail to: Guise Marketing & PR, 5214-F Diamond Heights Blvd., Suite 223, San Francisco, CA 94131-2175

Credit card payment for: \$ _____

Visa MasterCard

Card Number _____ Expiration date _____

Name on card _____

Your signature _____

After you've sent your registration, please watch your email inbox for preparation information from us!

For more information or to register, contact Roberta Guise at 415-979-0611, roberta@guisemarketing.com

Cancellation policy

If cancelling before January 27, 50% of the fee is forfeited; the remaining 50% may be credited towards a future symposium, or towards coaching fees with Roberta.

After January 27, registration cancellation will result in full Symposium fee charged.



Thought Leadership Symposium for Women™
is a Guise Marketing & PR program.

Thought-Leading Women Manifesto



I want women to succeed. Specifically, I want talented, deeply expert women to break through the noise and be acknowledged as the leading voices, or foremost authorities, in their fields.

Although women make up more than 50% of the U.S. population, their voices are conspicuously absent from the majority of key decision-making, idea-influencing areas of our lives.

My work as the catalyst and provider of tools for women to become thought leaders is to help end this undesirable status-quo.

Too many women toil away in obscurity — in academia, business, public life and the not-for-profit world — while making remarkable contributions. If their ideas were more widely known and accepted, these outstanding women would be helping make the world a much better place.

We need many more women in public discourse, for example, and as influential authors and authorities in the media.

This is my mission: that these women get the acknowledgement they deserve, rise to their rightful place as enduring thinkers in their field, and take that rare opportunity to leave a legacy of ideas that positively affects the lives of many.

A handwritten signature in blue ink that reads "Roberta Guise". The signature is written in a cursive, flowing style.

Roberta Guise