

EXHIBITOR *LIVE*

- Cell phones should be silenced when the session starts.
- Turn in your Session and Faculty Evaluation form to the monitor located outside the room.
- Be sure to visit the Exhibit Hall, open Monday – Wednesday from 11:30 AM – 3:30 PM.
- Food service is available in the Food Court located outside Bayside B, Level One.

Thanks for coming today.

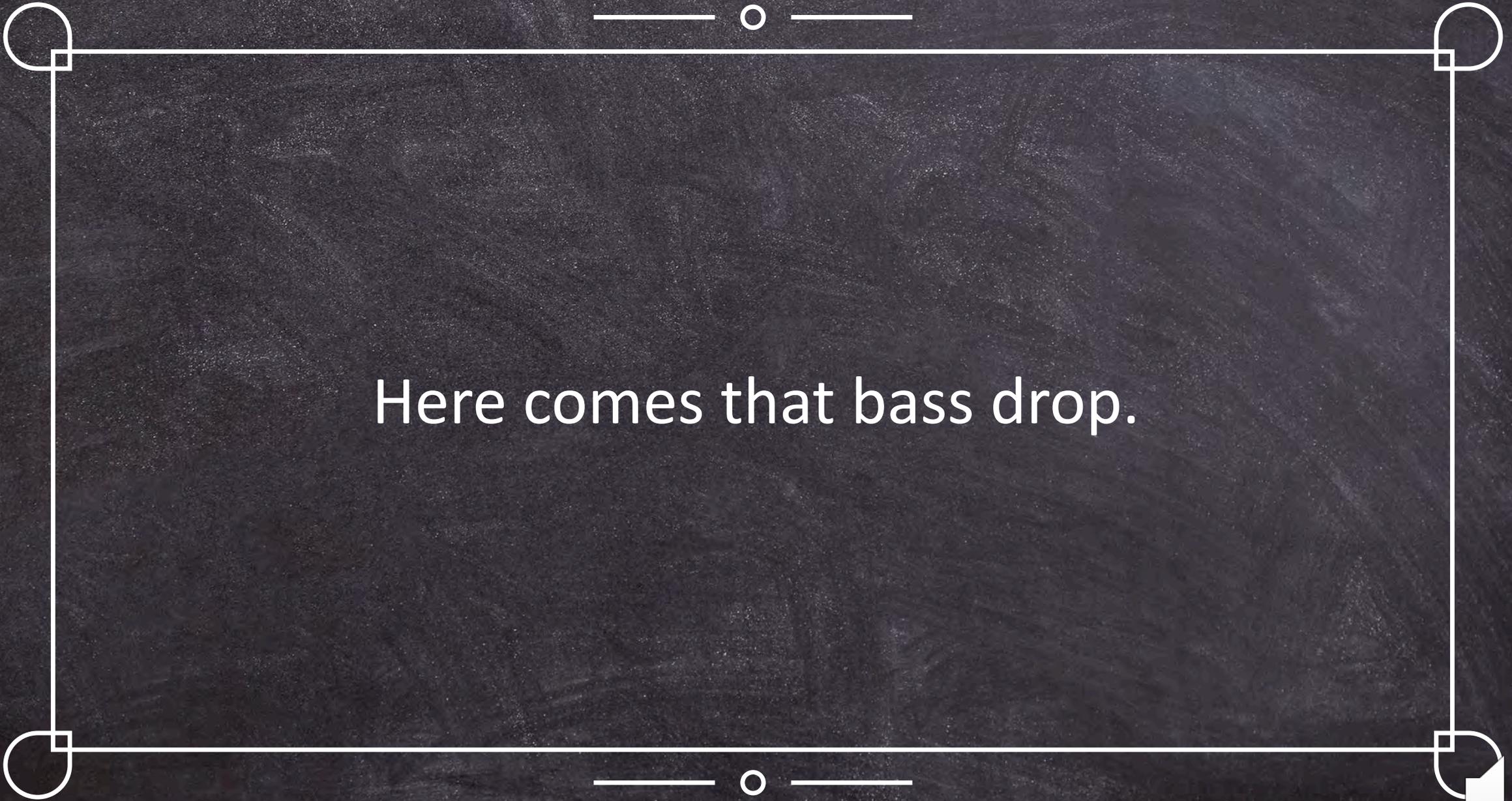




**THE
GREATEST
SHOWMAN**

NOW ON DIGITAL
ON BLU-RAY APRIL 10





Here comes that bass drop.





This never gets old.



Feel free to stomp along.



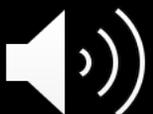


You know you want to.



THE GREATEST SHOWMAN

NOW ON DIGITAL
ON Blu-ray™ APRIL 18





THE

MOMENT

YOU'VE

WAITTED FOR

FIVE ESSENTIAL EVENT MARKETING STRATEGIES FROM

THE GREATEST SHOWMAN





Scott Trobaugh

Vice President, Executive Creative Director

GODFREY ®

@capnskot

@godfreyb2b

HUGH JACKMAN

ZAC EFRON

MICHELLE WILLIAMS

REBECCA FERGUSON

ZENDAYA

TOMATOMETER

 **55%**

Average Rating: 6/10

Reviews Counted: 204

Fresh: 112

Rotten: 92

All Critics | Top Critics



Critics Consensus: *The Greatest Showman* tries hard to dazzle the audience with a Barnum-style sense of wonder – but at the expense of its complex subject's far more intriguing real-life story.

AUDIENCE SCORE

 **88%**
liked it

Average Rating: 4.5/5

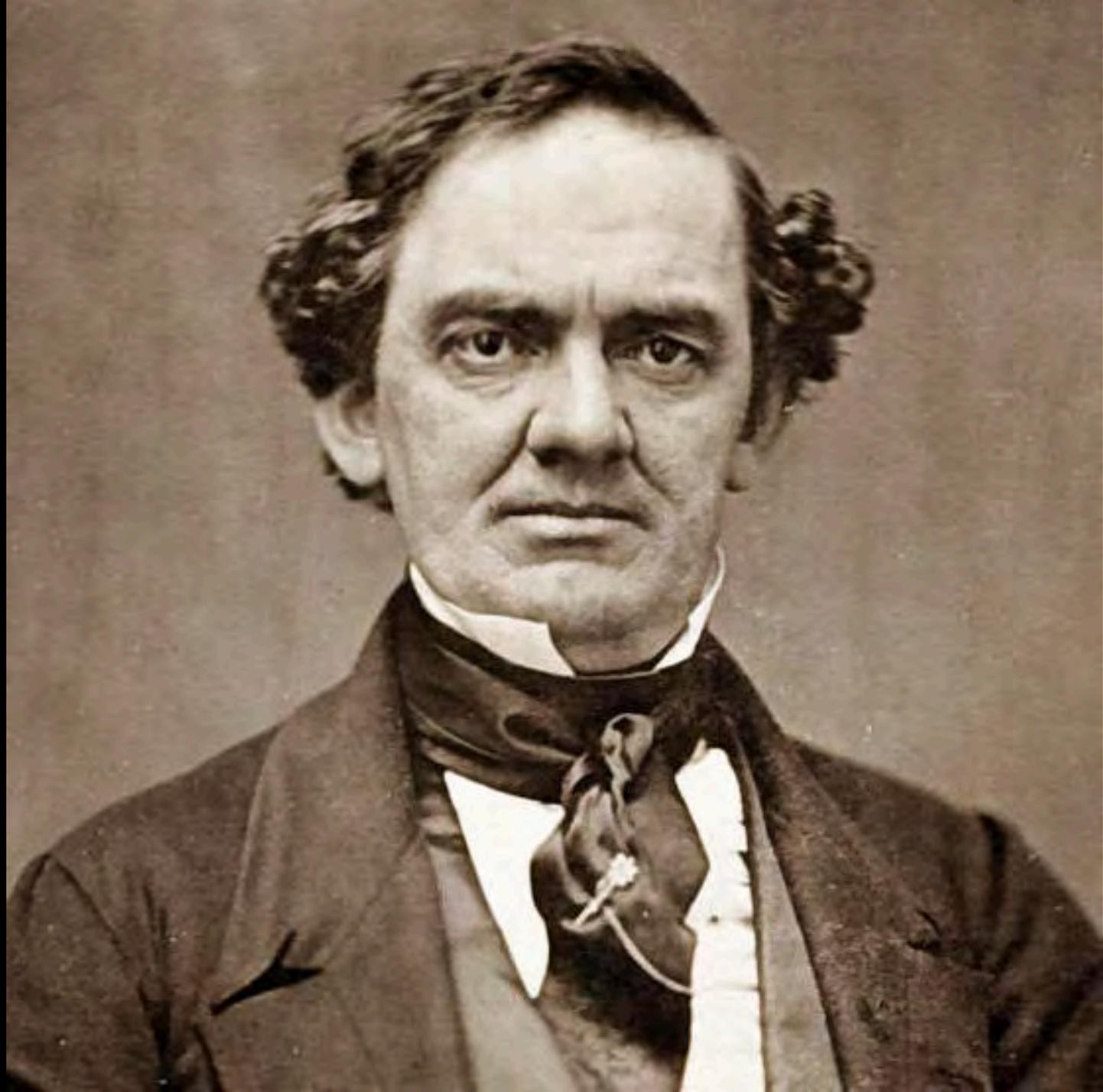
User Ratings: 21,340

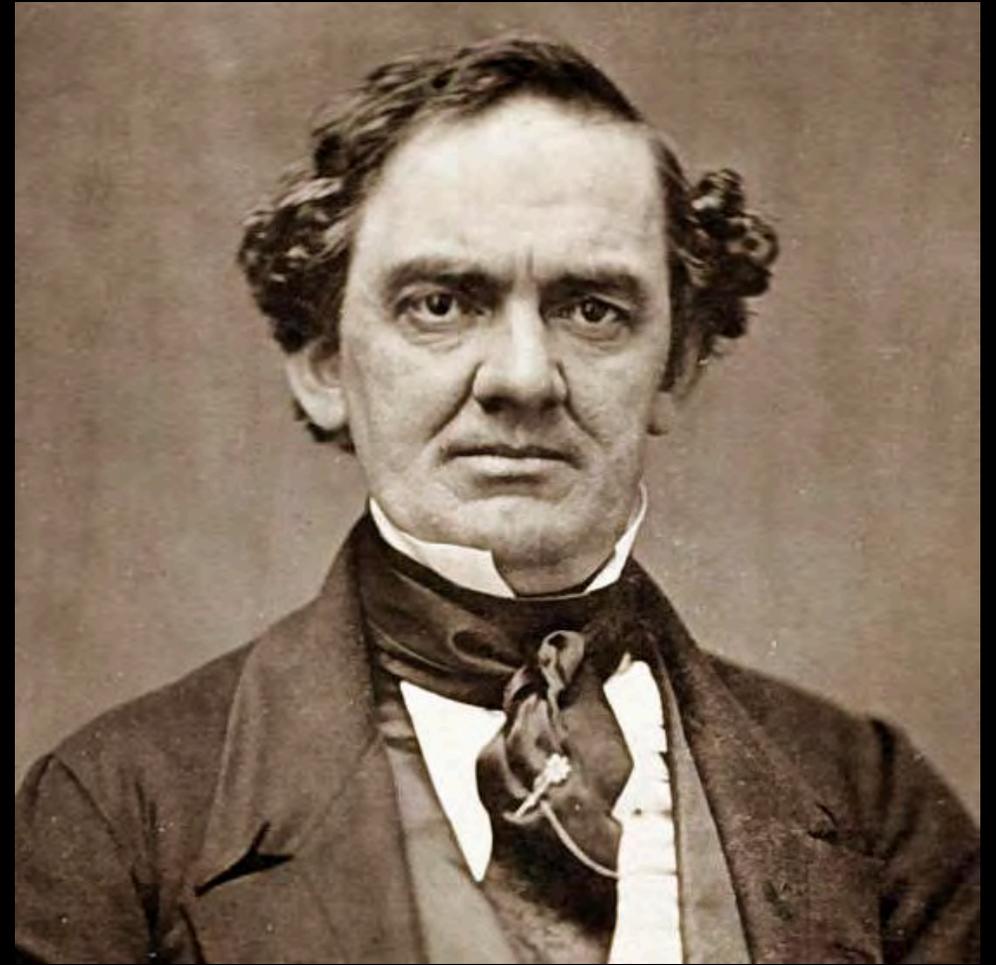
SHOWMAN

IN CINEMAS 28 DECEMBER



A brief aside





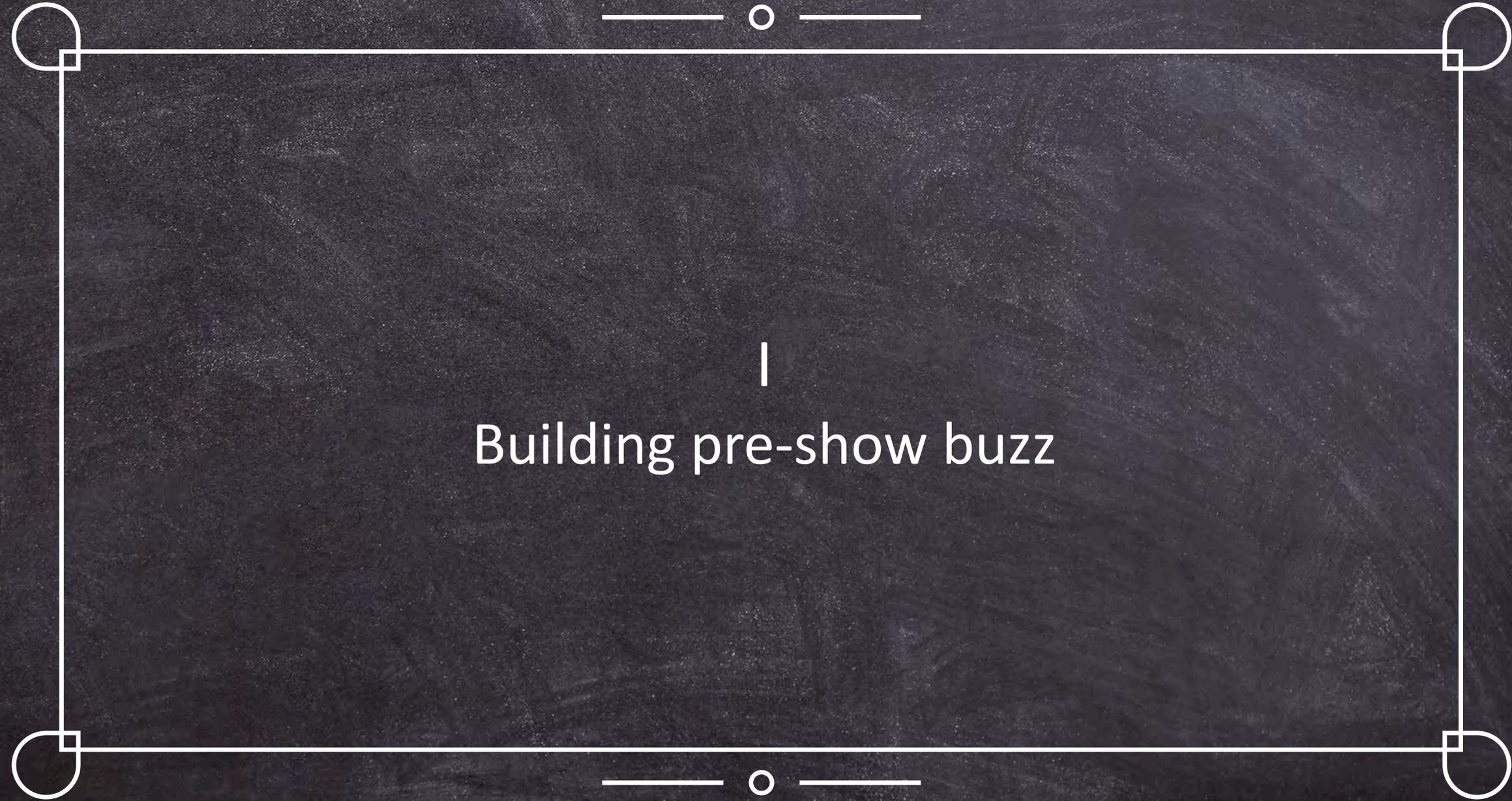




BARNUM'S AMERICAN MUSEUM OF CURIOSITIES



TWENTIETH CENTURY FOX



Building pre-show buzz







Colleen Raymond

@colleenraymond

Follow



Ball pit fun with @elizteo. Thanks for the laughs @YeslerB2B! #mpb2b



5:52 PM - 14 Nov 2018



YOU'LL NEED THESE

EXCLUSIVE INVITATION
You're invited to participate in a unique opportunity to drive telehandlers, booms and lifttrucks at our new customer training center in McCormick, PA.

Two-Day Event: October 15 - 16, 2014

You'll get hands-on training and experience on the industry's best operator training grounds and real course—driving, loading, lifting—so you'll have a better understanding of access and material handling equipment. Spread over two acres, the real task and challenge course is just one part of this two-day experience.

- Be among the first inside JLG's new 15,000 square-foot training facility.
- Tour our manufacturing plant, where JLG innovation becomes reality.
- Take a ride up to 180 feet in the new 3905SL, the world's largest self-propelled boom lift.
- Socialize with JLG's executive team and learn how we're transforming the industry.

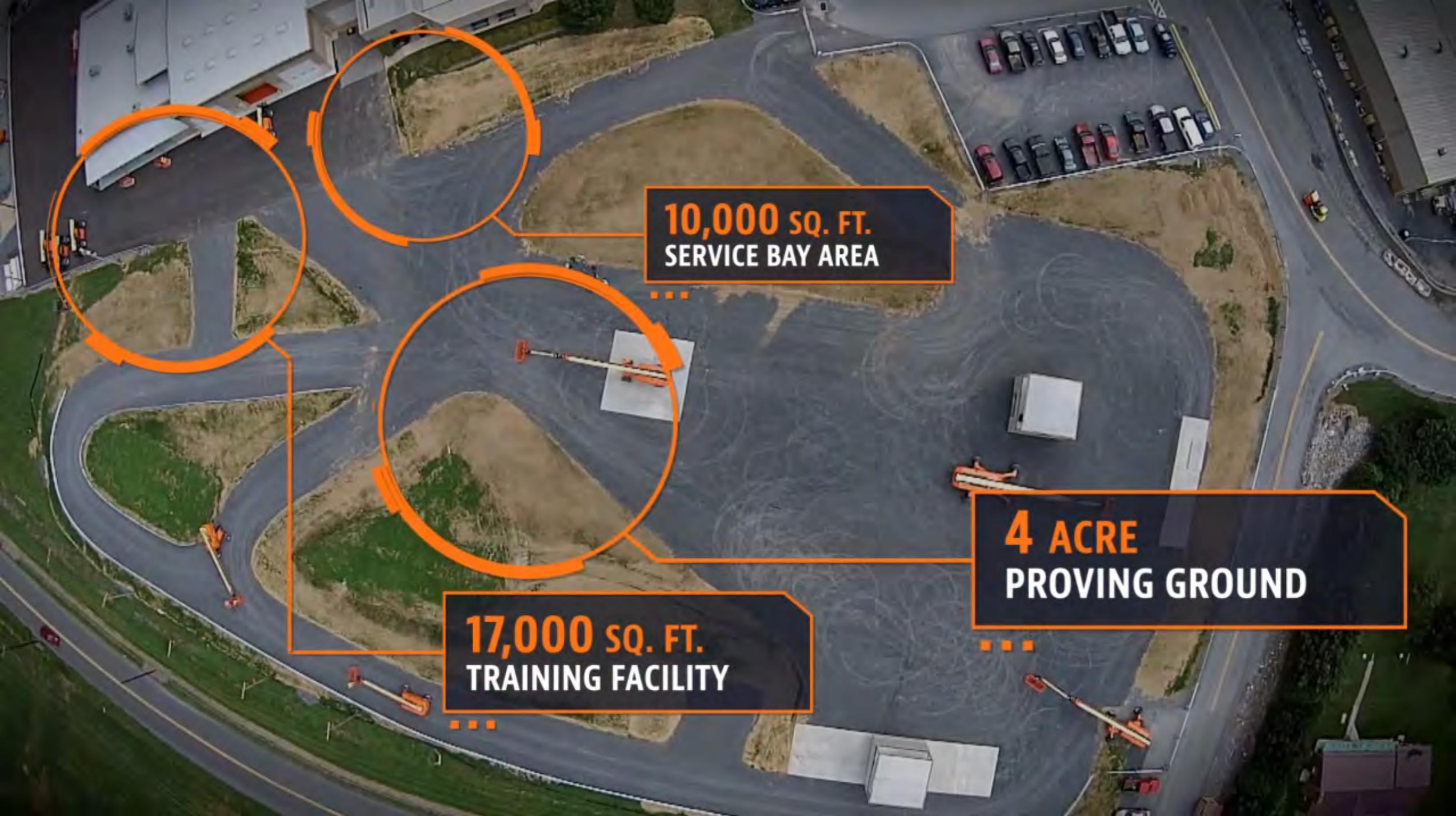
It'll be a fun, eye-opening experience that will give you plenty of stories to share with your readers.

RSVP Now
JLG will cover the cost of airfare, ground transportation, group meals and accommodations—we will even handle travel planning and logistics for you. RSVP today to save your place for this special event.

Contact Melissa Einfrank at Godfrey—
meinf@godfrey.com,
717-293-3831, ext. 146.

We look forward to seeing you in October!





**10,000 SQ. FT.
SERVICE BAY AREA**

**4 ACRE
PROVING GROUND**

**17,000 SQ. FT.
TRAINING FACILITY**



Kathy Wells
@KathyWellsCBO

Follow

Thanks to the folks @JLG_Industries for putting up with us, literally. #jlgtrainingcenter #1850selfies

Kathy Wells



RETWEETS

2

FAVORITES

3



PRO CONTRACTOR RENTALS

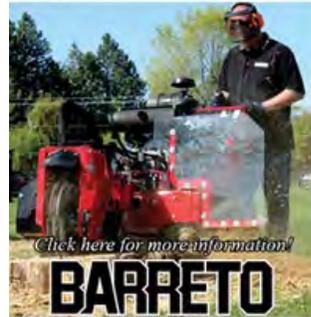
THE RESOURCE FOR BUSINESSES RENTING TO CONTRACTORS

A DIRECT BUSINESS MEDIA, LLC PUBLICATION

KEYWORD SEARCH



HOME NEWS NEW PRODUCTS RESOURCES MEDIA GUIDE SUBSCRIBE TO PCR WEEKLY SUBSCRIBE TO PCR



★ ★ ★ ★ ☆
Average Rating: 4.0
Your rating: none
Posted October 21, 2014

The View From a 185-Foot Boom

by Mike Martin

The first word that comes to mind is "impressive." At a recent press event JLG invited industry editors to see the company's new training facility and proving ground. They also invited us to take a trip skyward in the company's "ultra" boom lift, the 1850SJ.

Powered by a nearly-100 hp, turbocharged Deutz, the 30-ton machine can lift workers (and riders) up to 185 feet with a horizontal reach of 80 feet. The axles extend from 8 ft. to nearly 17 ft., in about a minute, to provide a wide, stable stance. Perhaps most impressive is that the machine can move along at 3 mph with the boom fully extended, allowing those who choose to work 19 stories high to have a smooth swing across an exceptionally large work-space envelope. Safe, sound, stable and productive. Impressive.

Which doesn't mean the decision to ride came easy. It's not that I am afraid of heights, it's that I felt there was no earthly reason to not have both feet planted on the earth. Instead, I learned to move a scissors lift around, I handled a smaller boom lift to pluck items off a wire strung about telephone-line height, and with a little instruction, operated a telehandler around part of the proving ground, lifting, placing and re-lifting pallets, backing down a grade, and rocking over simulated rough ground. That was easy.

But the 1850 was calling to me. Plus they give you an "1850 Club" pin, so what the heck. Here's the view.



Portable Mixers

Boost productivity, lower labor costs and reduce physical effort...



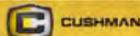
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VEHICLES TO CONQUER EVERY TASK.
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LIVESTRONG



LIVESTRONG



TEXT
"LIVESTRONG"
FOLLOWED BY YOUR
MESSAGE TO 31001
WEARYELLOW.COM

LIVESTRONG



**THE ROAD IS OPEN.
WHAT WILL YOU SAY?**

LOVE YOUR
FOR THE
MICKELSON
WAS SO
DAYS 400
AND LOVE
YOU
BE BURNING
YOU
HAPPEN YOU
INSPIRE ME
EVERY
YOU
IS YOU
LEE IDRY
MUNZER
LOIS MY
SISTER
FRIEND
AND
PEDAL
FASTER
THEY
COME

PRE-SHOW BUZZ

Know your audience

How can I build anticipation?

Where do I wish I were?



TWENTIETH CENTURY FOX



Leveraging perceived shortcomings
to amplify your strengths



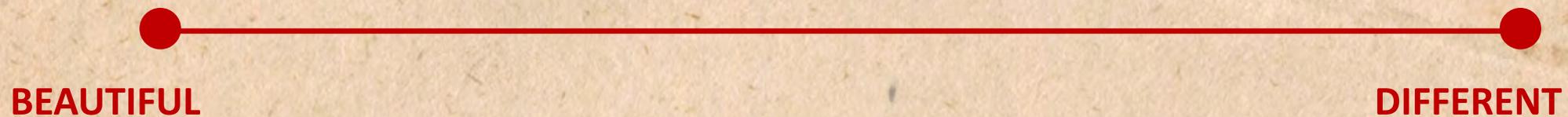


TWENTIETH CENTURY FOX



TWENTIETH CENTURY FOX

SPECTRUM OF PERCEPTION



SPECTRUM OF PERCEPTION

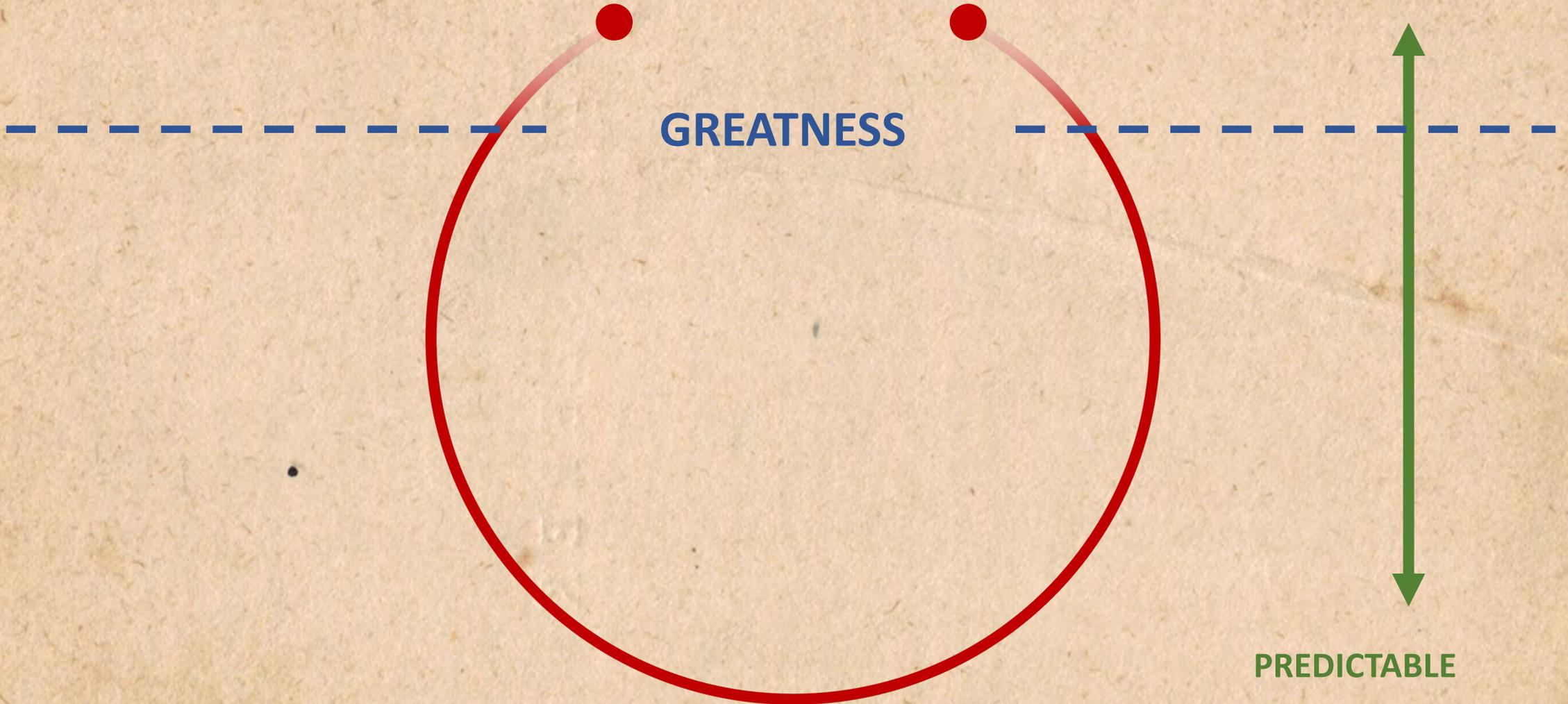
BEAUTIFUL

DIFFERENT

REMARKABLE

GREATNESS

PREDICTABLE









RAB
LIGHTING

BENDER
WIRTH

SSI

signature

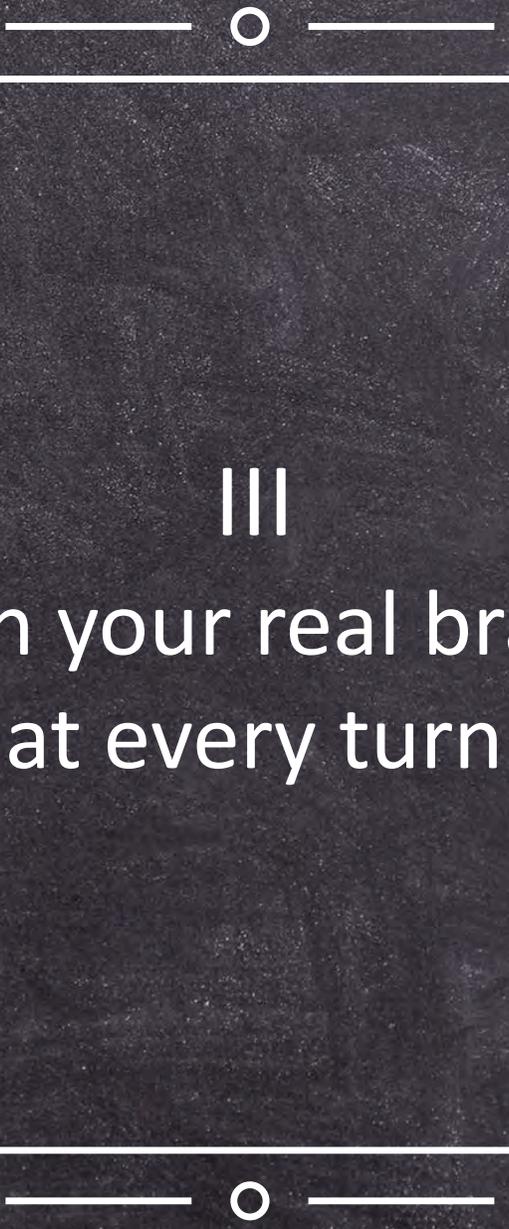
LEVERAGING SHORTCOMINGS

What's your brand's shortcoming?

How can you embrace it?

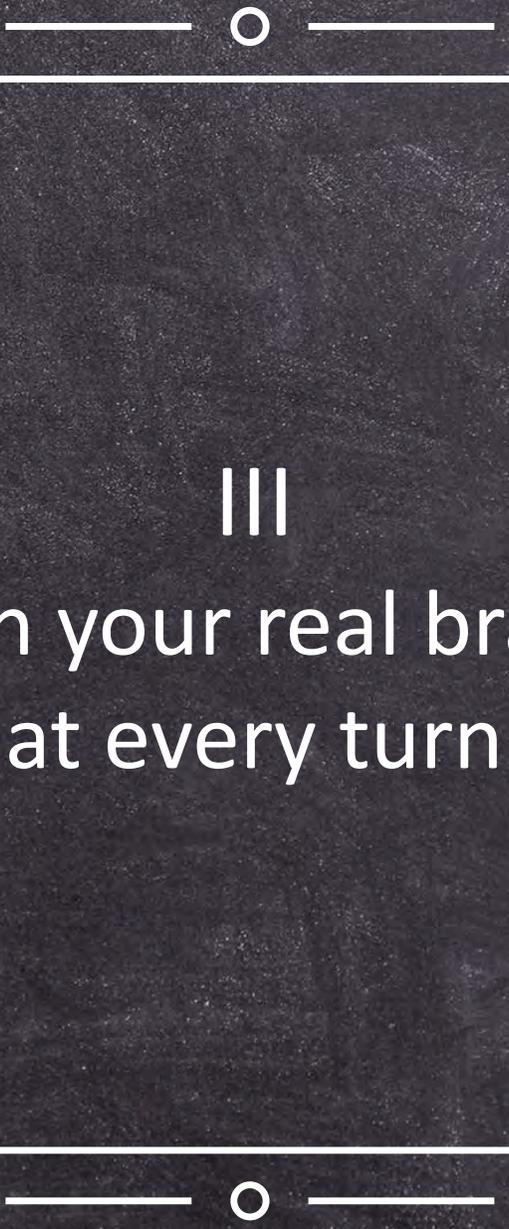
Where are you remarkable?





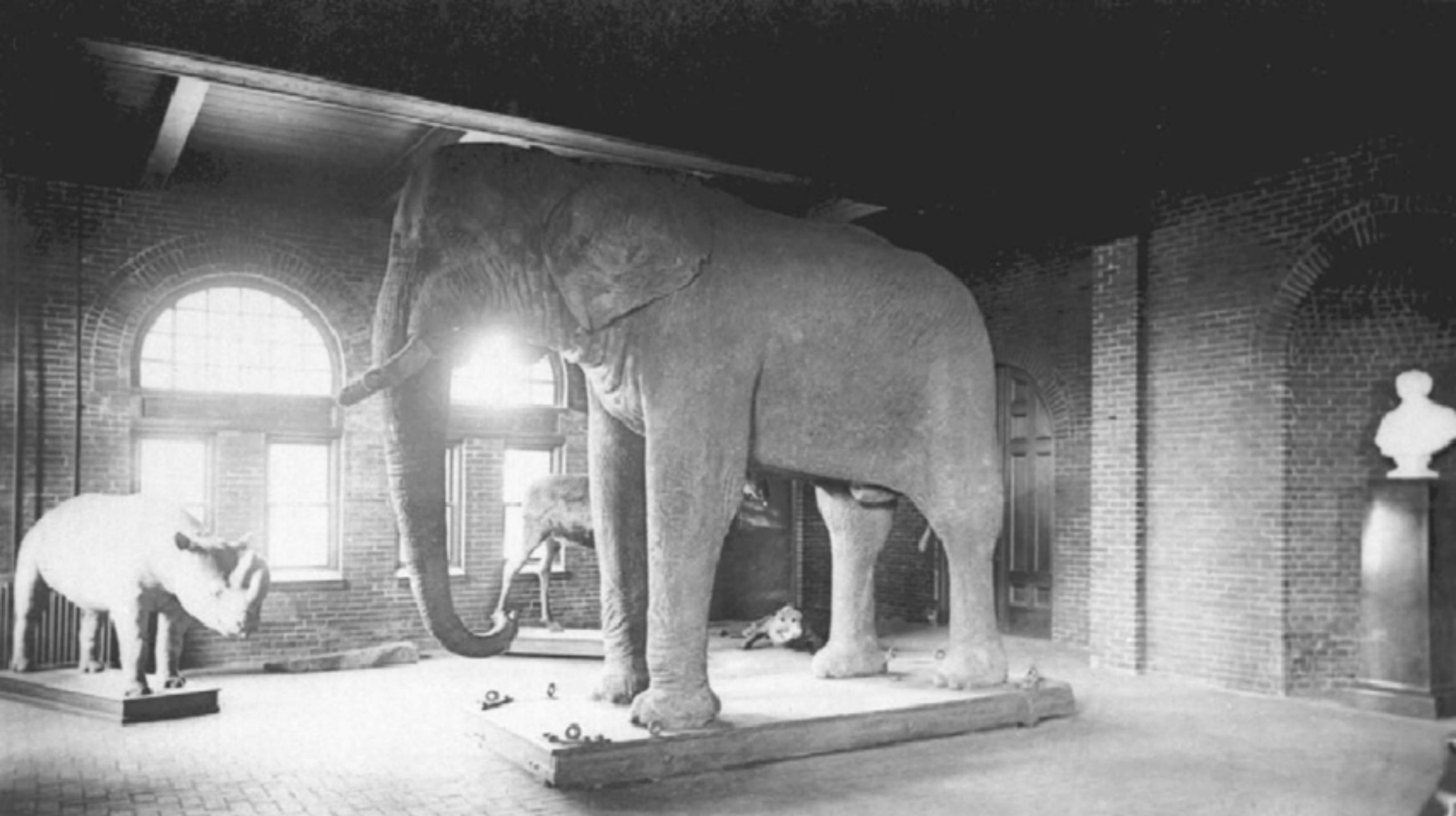
III

Delivering on your real brand promise
at every turn









How do you eat an elephant?
One byte at a time!

Multiple Charts of Accounts

Redundant Business Processes

Income Reports

Information

Business Site Remodeled
I ate an elephant



Overly Complex Organization





“I’VE MADE A HUGE MISTAKE”

The image shows a stage with red curtains hanging from the top. The floor is dark, but a bright yellow spotlight illuminates a circular area in the center. The text is centered in the middle of the stage.

The magic of a new experience must
stand on the stage of your message.



Allegheny Steel
Distributors, Inc.

TRUCKERS
LOADING DOCK
VISITOR PARKING
←
900 ROUTE 910
NO IDLING
DIESEL-POWERED
VEHICLES OVER
5 TONS
BY 10/1/00

NO
TRUCKS







BRAND PROMISE

How are you delivering
on your brand promise?

Think of ways to do it with style.

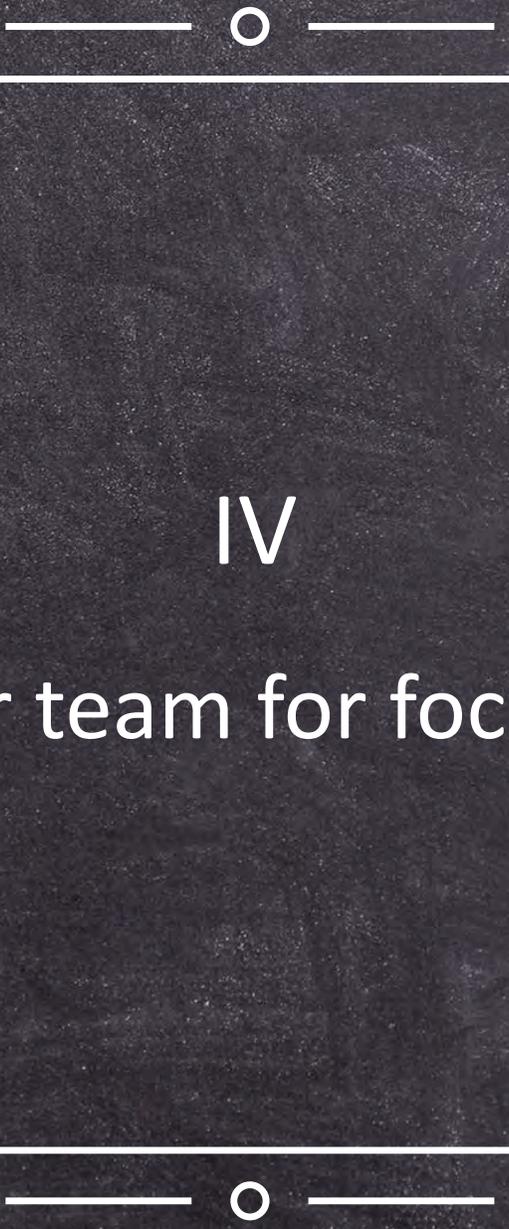
Now think of some more.

WANTED!
UNIQUE
PERSONS
CURIOSITIES

DARING ACTS
WONDERS OF THE WORLD

BARNUM'S
AMERICAN MUSEUM

TWENTIETH CENTURY FOX



IV

Aligning your team for focused success

The greatest show on earth

The greatest show on earth

5 WORDS

Short

The **greatest** show on earth

5 WORDS

Short

Superlative

The greatest show on earth

5 WORDS

Short

Specific

Superlative

The technology leader
in wall systems

The technology leader
in wall systems

6 WORDS

Short

The **technology** leader in **wall systems**

6 WORDS

Short

Specific

The technology leader
in wall systems

6 WORDS

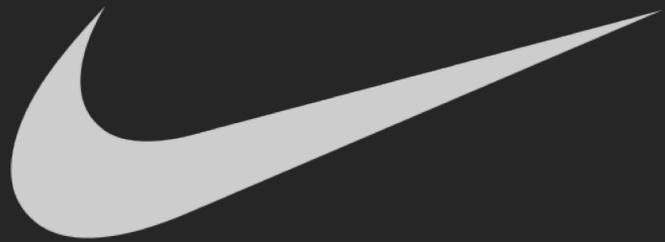
Short

Specific

Superlative

The background of the image is a stage with red curtains. The curtains are dark red and have a scalloped edge. In the center of the stage floor, there is a bright yellow spotlight that creates a circular glow. The text is centered in the middle of the image.

How does your brand promise
work out in the wild?



**To bring inspiration and
innovation to every athlete in
the world.**



TM

**To inspire and nurture
the human spirit –
one person, one cup and
one neighborhood at a time.**



The Ultimate Driving Machine

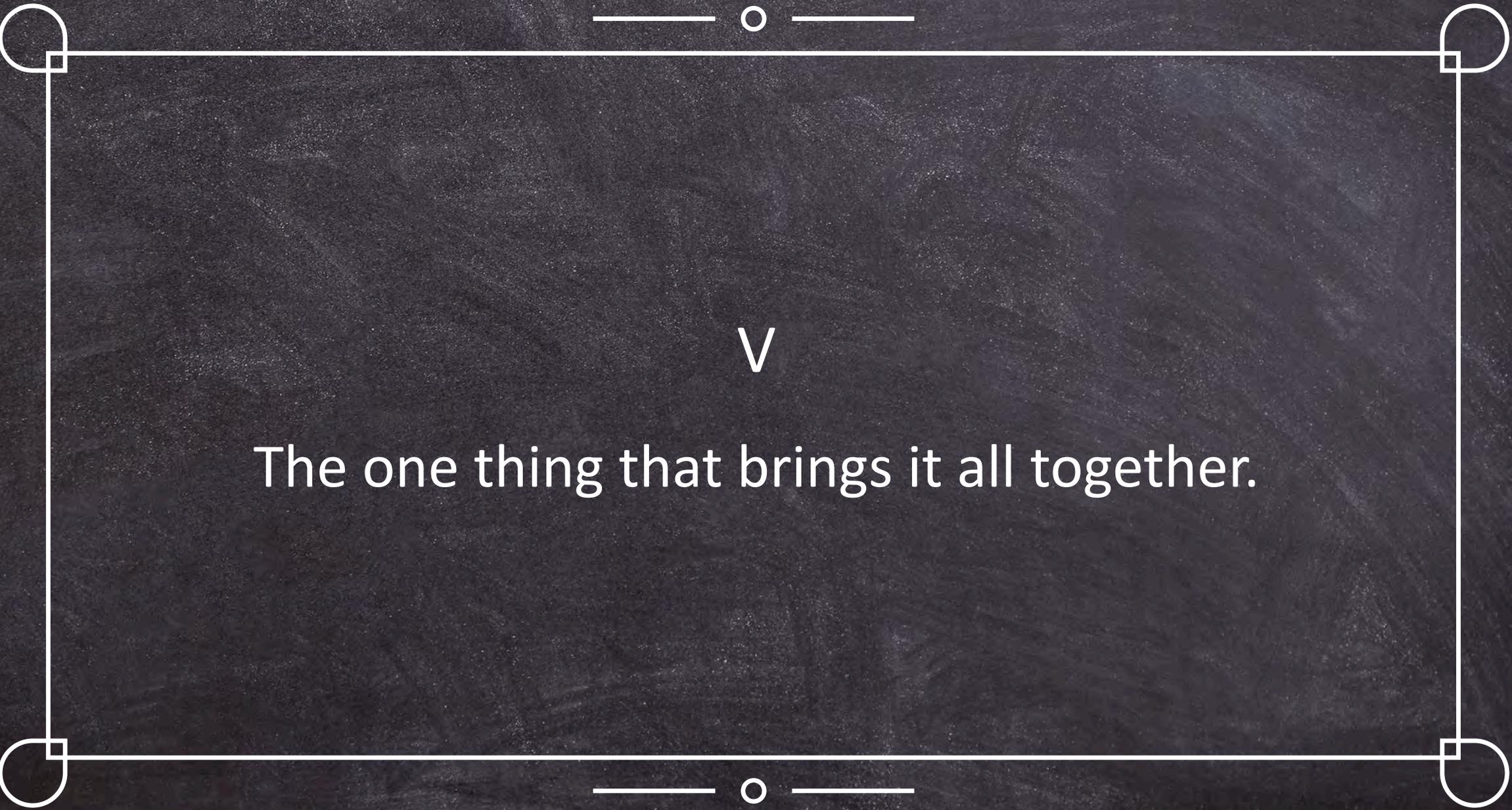
ALIGN YOUR TEAM

Lead with clarity and by example.

What does your team do well?

Do they really know your brand?





V

The one thing that brings it all together.



TWENTIETH CENTURY FOX



© 20th Century Fox



Merrick Ales



Customer Journey

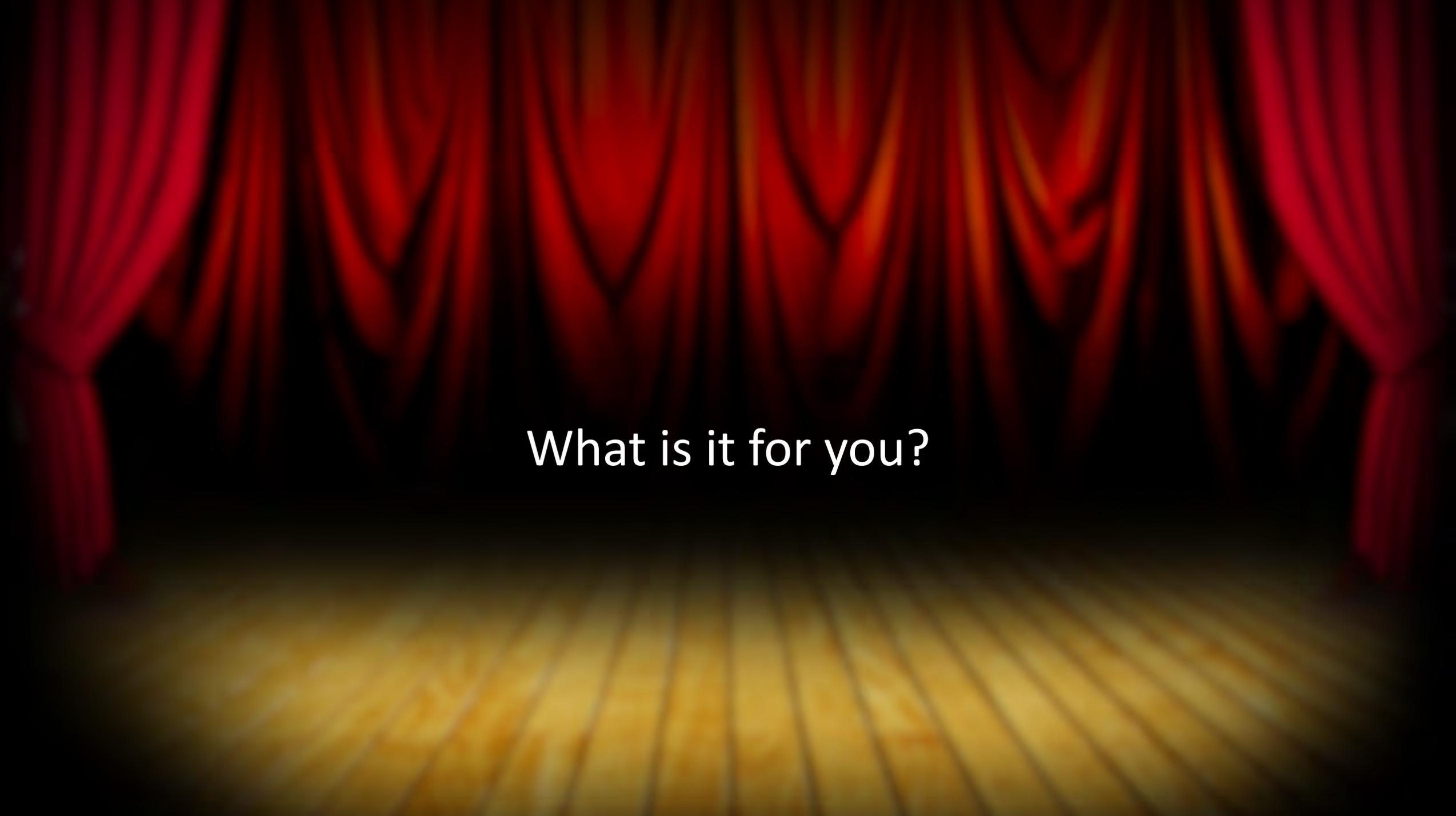


THE ONE THING

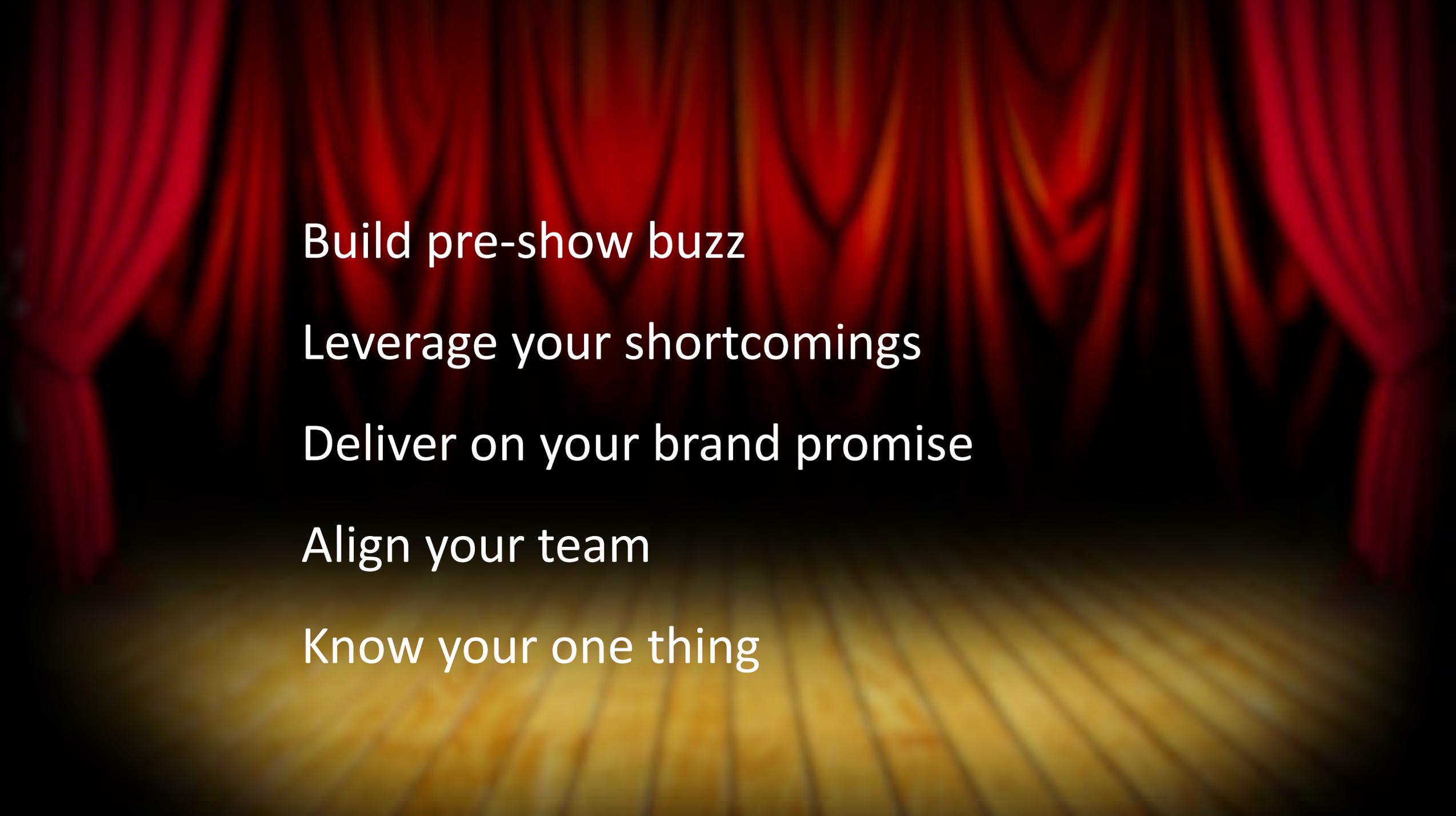
How did you get here?

How does this show align with your own personal dreams?

How does your role now align with your childhood pursuits?

A stage with red curtains and a spotlight on the floor. The text "What is it for you?" is centered on the stage.

What is it for you?

A stage with red curtains and a spotlight on the floor. The text is centered on the stage.

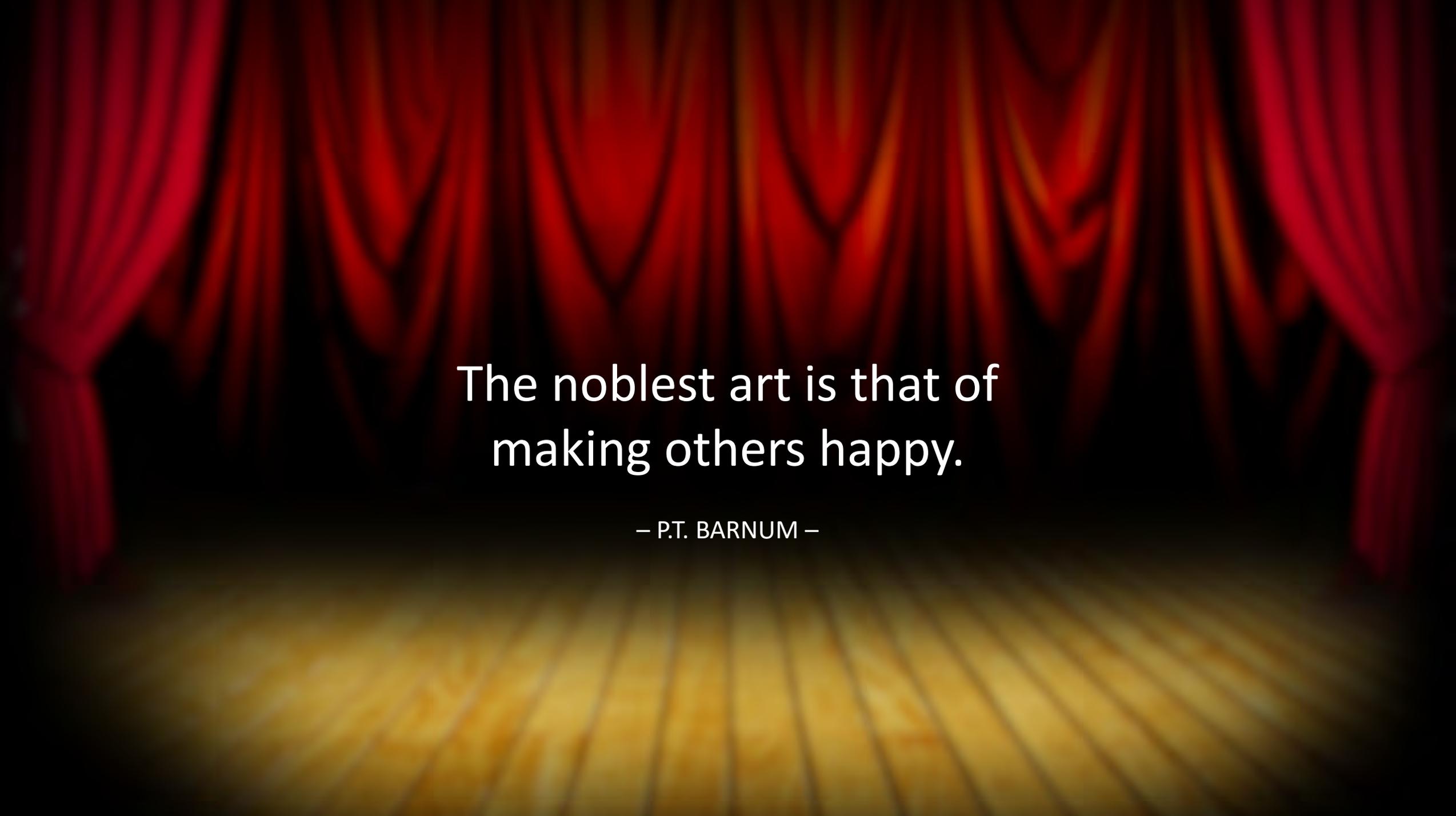
Build pre-show buzz

Leverage your shortcomings

Deliver on your brand promise

Align your team

Know your one thing

The background of the image is a stage with heavy red curtains hanging from the top. The floor of the stage is made of wooden planks, and a bright spotlight illuminates a circular area in the center of the floor, creating a warm, golden glow. The text is centered on the stage.

The noblest art is that of
making others happy.

– P.T. BARNUM –

@capnskot

@godfreyb2b