

Have You Seriously Considered a Fly Fishing Retreat for Your Next Executive Planning Getaway?

What if you could enhance your planning experience by coupling a world-class seminar that ties fly fishing and competitive business issues together around a premier fly-fishing experience that will both relax and energize your team ?

It's a fresh attractor!

If you're thinking about taking your executive team to enjoy Fly Fishing at one of North America's premier wilderness resorts, here's a new "angle" to consider.....We know that most executive teams are interested in making these retreats more than simply rest and relaxation. Most are looking for an opportunity to discuss business issues and competitive strategies and generate new ideas.

Think Like The Fish™ is a perfect presentationusing a Fly Fishing metaphor to help your team examine branding from an experiential sense. It examines how customer experiences create loyalty to a product or corporate brand. Executive teams can learn all of this in the wilderness comfort of a lodge or at stream-side facilities, coupled with the world class fly fishing experiences.

Brand Identity



Brand Position

You bring them to the right spot, I'll teach them how to think...like the fish!

Former VP of Martin Advertising, D. Wendal Attig is an author, professional speaker and executive business coach. For almost ten years as America's Brand Positioning CoachF, "D." Wendal has worked with organizations who value and want to enhance customer loyalty. With the emerging trends aimed at leveraging the customer "Experience", this presentation covers the latest concepts and practical case examples of how to do it effectively.

Make your business fun!

Think Like The Fish!



Think Like the Fish™ is the latest presentation and workshop approach to helping companies and their executives succeed.

It's fun, it's interactive, it's engaging---it's experiential---just like the concepts your team will discover during this session.

Using examples and case studies from a broad spectrum of industries, we look at relationships that loyal customers enjoy everyday with companies they prefer because of the experience these companies intentionally orchestrate for consumers.

In "Think Like The Fish," The group is transitioned right into the consumer's mind set!

The entire time, the fly fishing metaphor is woven seamlessly throughout the presentation, so the group builds reference points they will never forget--correlations between fishing and building customer loyalty.

Brand Personality

It's not simply another presentation on exceptional customer service, ---- It shares cutting edge techniques and approaches that will help any group "hook customers for life!"

Brand Image



Brand Experience

In this action-packed 60-90 minutes keynote, we discuss the connection between branding and ROI --- with a formula you won't hear anywhere else -- we learn what we can do to attract prospective customers and discover how each of the "tools" in branding can impact success. Ultimately your team is equipped to "read" the fish---learning how to turn consumer fantasy into customer loyalty.

Optional Working Sessions Too!

Sometimes it's hard to think seriously about business when the glory of the outdoors unfolds and the call of the wild sets in, but in our experience, this very situation spawns creativity --ideas worth capturing so when the group returns to the realities of management, these perspectives will impact the organization's approach to customer care, and energize fresh, competitive opportunities.

That's why we've put together an optional hands-on workshop session, too! It facilitates application of the concepts learned in "Think Like The Fish" to the group's specific situation.



Building a Brand Experience That Will Hook Your Customers for Life!

This highly customized working session helps executives put the "experiential" edge on their own branding initiatives. Together we put on competitive "waders" and literally put your management team in the "water" near the customer "stream".

We'll take what they already know about their customer behavior, examine opportunities and turn them into actionable items --experiences they can integrate into their business to differentiate their offer from the competition and give them another competitive hook.



"Let the Coach Help Your Team Learn to "Think Like The Fish"!"



Mixing Business with Fly Fishing Has Never Been Easier for Executive Management Teams



Here's How We Work Hand-in-Hand With Your Staff Coordinators

Our goal is to enhance your ability to hook the fish (loyal customers)!

With 10-years in the speaking and seminar business, we've learned how to handle all of the details of these seminars, and streamline your staff involvement.

Once you decided this concept is exactly what your team needs, we go to work for you.

We provide you with several destinational options based upon your location, travel parameters, budget considerations and fishing instructional and guide desires.

We can also coordinate

- Outfitting with Optional Promotional Items and Fly-Fishing Gear
- Letters of Agreement/ Contracts
- All Meeting Materials
- Location Reservations

Your Experience is Our Business

Your business is valuable to us, and we will work with your staff and the on-location resort management to ensure an experience with lasting significance and positive impact.

Call Us for more details



D. Wendal Attig America's Brand Positioning Coach™

An innovative brand communications strategist, international speaker, author and best known as **America's Brand Positioning Coach**^F, D. Wendal Attig has worked with more than 2,000 senior level management, marketing, advertising and sales professionals on increasing their competitive edge through the impact of branding. He is the author of **Blow the Whistle on Your Competition-- How to Brand Position Your Company To Win in the Marketplace of the Mind**^F, published in 1999 by the Ampersand Publishing Group.

His work in sports television production with ABC-TV, ESPN, CBS Sports and his senior management career with Martin Advertising and at Progress Energy established his reputation as an industry leader and innovator.

"D." Wendal, has been in private practice since 1994 in the area of brand positioning and experiential brand development with projects across a broad spectrum of industries including;

- High-Tech
- Energy
- Restaurants
- Advertising Specialties
- Manufacturing
- Telecommunications
- Resort Travel & Hospitality
- Legal and Financial Services



Professionally, he has been listed in Who's Who in Professional Speaking, served on the board of directors for the National Speakers Association - Central Florida

For more information about on-site sessions or executive coaching, please call or email D. Wendal:

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New for Executive Retreats!

Think Like
The Fish!^F



Brand Loyalty Seminars for Executive Management Retreats at North America's Premier Fly Fishing Resorts



Presented by speaker, author and branding coach:

"D." Wendal Attig
America's Brand Positioning Coach™

Brand Action Team™
Experiential Brand Engineering
for Tomorrow's Business Leaders