



# Executive Forum™ 2005

## National Speaker Series

### **“Creating Emotionally Engaged Employees” presented by Greg Bunch of Brandtrust**



BRANDTRUST

Emotionally engaged employees lead to emotionally engaged customers which leads to emotionally engaged investors (or, in the case of non-profits, emotionally engaged donors).

Come discover (1) The concept of the Triple Bottom Line: employer of choice, provider of choice, investment of choice. (2) Breakthroughs in neuroscience and neuroeconomics that help us understand how to create emotional engagement. (3) Strategies and tactics designed to implement this within an organization.

Clients successfully served by Chicago-based Brandtrust include American Express, Beef Industry Council, Benedictine University, Blue Cross Blue Shield, CDC, Craftsman, Easter Seals, FedEx, GE, Harvard Business Review, Kraft, Motorola, Tropicana & Zenith.

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## Wednesday April 13, 2005

### 7:30 AM - Noon

at St. Peters City Centre

One St. Peters Centre Blvd. in St. Peters

**Cost: \$35.00 - Breakfast Buffet Included**

*Pre-registration is required. Please RSVP by April 8, 2005 to Amy Gordon of the EDC at 636-441-6880 ext 222 or by e-mail to [agordon@edcstcharlescounty.com](mailto:agordon@edcstcharlescounty.com)*

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St. Charles County

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As a business growth initiative of the Economic Development Center (EDC) of St. Charles County, Executive Forum 2005 is geared towards providing group identity and executive enrichment for local companies through innovative seminars, early knowledge and in-depth networking opportunities.

