

# PHEEL *the* LOVE!



**AVAILABLE NOW!**

Ask about copies of *Pheel the Love!* for each attendee.

**In this world of fast-paced change, businesses everywhere are searching for the critical levers to ensure growth and sustainability.**

We believe that there is an answer that has been hiding from all of us in plain sight. It is a solution that is rarely, if ever, associated with business. It is a powerful and pragmatic force that is an incredible driver of results—it is...wait for it...love. In this keynote speech:

- ✓ You'll learn how the Phillie Phanatic inspires fierce loyalty from his fans and drives revenue.
- ✓ You'll understand the business case for love—and why companies who know how to create loyal, loving fans outperform those that don't by almost 2-1.
- ✓ You'll see the ways in which Phanatic inspired principles like "The Big Smooch" are already being applied by successful companies such as Vanguard, WAWA and Wegmans.

**These lessons and insights are oh-so-easy to digest as they are presented in a light-hearted, yet powerful conversation between Tom Burgoyne and Evan Marcus.**

"Best Friend" of the Phillie Phanatic **TOM BURGOYNE**



Leadership Guru & Culture Expert **EVAN MARCUS**



## **ARE YOUR AUDIENCES PHEELING THE LOVE?**

"You just unleashed something so powerful—it's such a positive force for the world." —Keynote Attendee

**YOUR AUDIENCE WILL LEAVE: ENERGIZED! INFORMED! INSPIRED!**

AS SEEN ON: **ESPN**

**CBS**

**FOX NEWS**

**Sports Illustrated**

**BREAKFAST ON BROAD**  
PHILADELPHIA