

# LESLIE GALBREATH APR

CEO + PR STRATEGIST + ADVOCATE FOR WOMEN

Join Leslie as she shares insights from her career as a leader in the world of marketing communications, offers encouragement to women seeking leadership roles in corporate America and discusses the experiences that empower her and her team in their ongoing quest for marketing excellence.



## SPEAKING TOPICS

### A Sure Thing: The Importance and Role of Research in Marketing Communications

Why take a gamble when you can be sure? Clients may think that they know what their customers want and need based on past experience. They may have a lot of things right, but they don't often have the full picture. Learn about the importance of research and the role that it should play in a successful marketing communications strategy.

### Define, Decide, then Drive: Strategic Planning for Marketing

We often dive right into marketing tactics without first developing a solid plan to ensure that those tactics will meet our business and marketing goals and objectives. It's important to take a step back and define what our objectives are, then decide how to accomplish them. Learn how to set yourself up for success with a strategic plan.

### The Perfect Fit: Doing Great Marketing on a Budget

How do you skillfully communicate with your target audience if you have a limited budget? Learn successful marketing communications strategies and how you can scale them to fit whatever budget you have to work with. Topics include the importance and role of research, how to approach strategic planning, understanding your target audience and using digital to achieve measurable results.

### Make it About More than Business: Intentionally Creating Meaning in Your Career

We spend so much of our lives at work and we want to feel that our time is well spent. As a business owner, you can make the decision to intentionally create meaning in your career by doing pro-bono work for causes that you believe in and looking for opportunities to educate others. It may take a bit of schedule magic, but you will be glad that you did it.

### Get Things Done: Overcome the Challenges Women Face in Male-dominated Fields

It's not always easy being the only woman in the room. After years of owning her own business and representing clients in the manufacturing industry, Leslie knows this firsthand. Women working in male-dominated fields must be assertive to be heard and must work harder to gain respect. Leslie will share some simple steps that women can take to help them overcome these challenges.

For more information and to check Leslie's availability, contact Leslie via her online speaking engagements form at [addmagenta.com/engagements](http://addmagenta.com/engagements). Follow Leslie on [LinkedIn](#) and [@WhilstWaiting](#) on Twitter.