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## Arlene Dickinson

Co-Star of CBC's *Dragons' Den*; One of Canada's Most Powerful Female Business Leaders  
*Lessons from the Den: Succeeding at Business and Being an Entrepreneur*

Arlene Dickinson is a judge on CBC's *Dragons' Den*, the television phenomenon that has ignited a national conversation about entrepreneurs in Canada. Dickinson -- aggressive but fair, kind but practical, serious but fun -- is the show's marketing expert, its lone female judge, and one of its breakout stars. Ranked as one of *Profit* magazine's Top 100 Women Entrepreneurs for seven years running, she is considered one of the most powerful female business leaders in Canada today.

Dickinson is the owner and CEO of Venture Communications, a company whose guiding principle is that marketing be held accountable to business objectives. A 20-year marketing veteran, she grew Venture from a small, local firm to one of the largest independent agencies in Canada. (It's repeatedly recognized as one of the 50 Best Managed Companies in Canada.) A mother of four, Dickinson is the recipient of the prestigious Pinnacle Award for Entrepreneur Excellence, and has been named one of *Chatelaine's* TOP 100 Women Business Owners. She has also been inducted into Canada's Most Powerful Women Top 100 Hall of Fame.

### Arlene Dickinson Speech Topics

*Lessons from the Den: Succeeding at Business and Being an Entrepreneur*

Can anyone be an entrepreneur? Arlene Dickinson's emphatic answer is "Yes." In this talk, one of Canada's most high profile business women distills a lifetime of experience to reveal everything you need to know -- and do -- to start, to run, and to grow a great business. (Customized clips from the hit show *Dragons' Den* provide buzz, and a backdrop; though they're just a starting point.) On stage, as on the small screen, Dickinson displays a palpable and infectious belief in the entrepreneurial spirit; she reminds us of the major contributions Canadians have made to international business and the entrepreneurial tradition.

*Leadership and Strategic Marketing*

"Like laying bricks to build a house, each dollar you spend on marketing should measurably build your business." Marketing plays a fundamental role in all businesses -- yet it is seldom held accountable the way other departments are. A superstar marketer driven by *corporate* objectives, Arlene Dickinson shows us why marketing must be a top concern of leadership, and why creativity and accountability must go hand in hand. Otherwise, why bother with marketing at all? Dickinson, as she does weekly on *Dragons' Den*, will help decision-makers grasp the essential strategic function of marketing in an insightful, accessible and frank talk, anchored squarely to the bottom line.

*Don't Slash Your Marketing Budget! (Not Now, Not Ever)*



The marketing guru on *Dragons' Den*, Arlene Dickinson shows us why the best companies don't stop marketing during a recession. With striking examples, and peerless business sense, she shows you how to leverage your marketing through the tough times -- in order to come out ahead when the good times return.

*Marketing Yourself*

Success is often taken for granted; few stop to think about where it came from, what shaped it, what trials were involved. In this refreshing business talk, Dickinson tells her story, providing a rare look into the making of one of Canada's most powerful business women. Brimming with lessons in self-doubt and self-confidence, this refreshing talk is underscored by modesty, grit, and enormous heart.