



FEBRUARY 22-24

**CRS 2017**

COUNTRY RADIO SEMINAR

# Presenting Ideas that Inspire Bold Action

**#CRS2017 | #BoldIdeas**

**Text CRS2017 to 22333**



# Jerry James



## Executive & Entrepreneur

### Jerry James & Associates

Jerry James provides professional services to senior management teams, investors, emerging business leaders and municipalities regarding the evaluation/implementation of business models, project management, product development and application of new technologies. In addition, his consulting practice provides proven solutions and programs for marketing/sales, customer service, corporate culture and organizational structures. Mr. James has over 45 years of success-driven experience and has worked in numerous industries on behalf of his clients with a primary focus on the communications industry.



# John Ellett



## Executive & Marketer

### nFusion

As CEO of nFusion Group, LLC, a modern marketing agency based in Austin, Texas, John has had the privilege of helping some of the country's leading marketers revitalize their brands, transform their digital engagement activities and accelerate their sales. He has a passion for encouraging and supporting marketing leaders who have the courage to be change agents in their organizations. He also volunteers his time helping the youth of Austin as a founding director and past board chair of The First Tee of Greater Austin.







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# WHAT DO YOU NEED TO SEE OR HEAR WHEN AN IDEA IS PRESENTED TO YOU?

Question 1

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# KEY TAKEAWAYS

Determine what problem you are trying to solve

Communicate effectively the measures of success

Make sure you understand all of the executional parameters of your idea

Define how it fits your profile customer and your organizational priorities

Enroll others into your idea; don't present it as static.

Socialize the concepts as they develop to attract better “buy-in”.





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# WHAT INFORMATION IS OFTEN MISSING WHEN AN IDEA IS PRESENTED TO YOU?

Question 2

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# KEY TAKEAWAYS

Better understand your customer insight drivers – why does this matter to the target audience, really?

Executorial and financial implications – do your homework and include those people who can provide you insights from other departments.

Need to understand the short term and long term impacts of implementing the idea. Understanding the true magnitude of the change or the idea.



Jeff James  
Chief Creative Officer  
@JeffJamesNow

THANK YOU.

Don't forget to  
cast your vote.

