

YOU ARE INVITED TO A MASTERCLASS

Have you got the bottle?

To stand out from the noise and competition these days you need to be brave and different. Finding new and more effective ways to engage and motivate your target audience is the real challenge. If you want to bend ears, reach hearts or change mindsets, **this masterclass is for you.**

'Aristotle in a Bottle' is a distillation of the art and science of persuasion – an intelligent approach to live marketing offering winning tips from 25 years of research and practical experience.

Led by award-winning experiential designer Richard Hartnell, this masterclass will share inspiring examples of how Richard blends ancient principles with traditional methods and new technologies to help clients stand out, engage and reach their goals. Whether you are involved in brand activation, issue communication or simply wish to increase your return on investment, **please join us...**



London • RNIB HQ • 30 May 2017 • 2.00–4.30pm

ARISTOTLE IN A BOTTLE

The Art and Science of Persuasion

will enable you to

Taste the elixir of live marketing
and transform your communication experiences to gold.

Conduct a successful arrest
by bringing short sentences to life and creating 'captive' experiences.

Design empathy machines
that connect and increase audience receptivity.

Reclaim lost marbles
through the science of cognition and mnemonics.

Act like a 'Teletubby' on steroids.
using child psychology to elicit adult behaviour change.

Get your audience on board
by immersing them in a moving story.

Spread the love
by exploring ways to 'rob the rich to help the poor'.

Practice brand spanking
the holistic art of the image control.

Start at the end
which is where all live marketing events should begin.



**RNIB
Headquarters**
105 Judd Street,
London,
WC1H 9NE

**CLICK HERE
TO BOOK
YOUR SEAT**

Tickets £25 special offer
Book your own place in this entertaining
and informative masterclass today at
aristotleinabottle.eventbrite.co.uk
All profits to RNIB

Richard Hartnell, inventor, brand designer and artist is an early pioneer of experiential design. He holds an outstanding track record of successes working with international clients ranging from global corporations to government departments, and not-for-profits. Richard works to help clients distil their messages and devises ways to make them stand out from their competition often helping them punch above their weight, turn up their turnover and produce measurable results. His work has been consistently appealing, winning over 50 awards for communication excellence along the way.