

# Joe Talcott

## *Global Marketer, Facilitator & Keynote Speaker*

Joe Talcott is recognised as one of Australia's most respected industry thinkers and influencers having been integral to marketing campaigns for the likes of McDonalds and NewsCorp.

Renowned as a global marketer, his work has been recognised with numerous marketing and creative industry awards including: BRW's Best Marketers, Effectiveness in Marketing Communications (EFFIE) and Wall Street Journal's Campaign of the Year.

Joe draws on his vast experience to deliver insightful keynote presentations, facilitate interactive workshops, provide expertise as a conference panellist and business mentor.

### **More about Joe Talcott:**

Joe Talcott's expertise comes from working for, and with, a diverse range of organisations, marketing agencies and media companies.

Over a career spanning more than 30 years his highest profile roles have included directing marketing for McDonald's in the USA, Central and South America, SE Asia and Australia. In this capacity he led the development, production and launch of McDonald's first world-wide marketing campaign, "i'm lovin' it". As Head of Marketing and Chief Creative at News Corp Australia, he spear-headed the transition of the publishing company into the digital age.

Joe's Board roles have included serving as Chairman of the Australian Association of National Advertisers (AANA), as well as a Founding Board Member of both The Newspaper Works, and RUOK? Day, a suicide prevention organisation.

Joe continues to work in the industry in a mentor capacity, having developed an academy programme with emphasis on practical, time-tested techniques and processes that can be applied in the workplace to deliver superior business results.

Joe Talcott has delivered keynote speeches at The Cannes International Festival of Creativity, Economist Conferences in Latin America & Asia, the American Marketing Association Annual Convention and The International News Media Association (INMA) Annual Conference. He has served in workshop, panellist and moderator roles in industry think tanks sessions and forums (Mumbrella360, Communications Council, INMA, NPA) as well as leading marketing and creative



development programmes with brands such as K-Mart, Subaru and Toyota.

Joe's presentations and workshop content are delivered in an energetic, engaging, and thought-provoking style; resonating with audiences as he connects real-life experiences to timely and relevant topics.

## Client testimonials

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“ Joe Talcott has a nice way with an anecdote. The News Ltd marketing boss made the best two observations of the morning at Ogilvy's session on how brands can survive the recession.

- *mUmBRELLA*

“ On behalf of the University of Miami, I would like to thank you for coming to speak to us. The presentation was extremely interesting and informative.

- *VP University of Miami, Miami, Florida*

“ Thank you for your presentation at the Marketing and Brand Metric Conference. Delegate feedback gave you a score of 5.2 out of 6! They said your remarks were very relevant and provided valuable insights.

- *IQPC, Singapore*

“ Your performance at this meeting was sensational!

- *Duailibi Petit Zaragoza (DPZ) - São Paulo, Brazil*

“ Wow. What an inspirational speaker. Joe Talcott was excellent - very interesting and engaging. ANZ Group Marketing Forum, Sydney, Australia.

- *Forum feedback*

“ Thank you so much for your presentation to the Advertising Federation. You had a terrific energy and superior examples! Advertising Federation.

- *Fort Lauderdale, Florida*

“ In one of the bravura performances of this year's Mumbrella360 Conference, Joe Talcott shared his views on the broken relationship between marketers, media agencies and media owners. The session received the highest score of the conference's 60 sessions, while Talcott was scored as the most engaging of the event's 200 speakers.

- *Mumbrella360 Conference*

“ Joe’s always brilliant. As good as anything on TED.

- *Step Change Marketing*

“ Thanks once again for such an engaging and inspiring presentation.

- *Oddfellows*

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