

[May 2009- A sample list of seminars, university teaching, workshops and conference speeches, delivered by Ilan Geva.](#)

[All the topics were either discussed in advance with the hosts, or customized to fit specific needs of the participating organizations](#)

**DePaul University** School for new learning, graduate studies: Interpersonal Dynamics

**University of Chicago-Graham School** Brand architecture and brand planning for the school, seminar for senior faculty and management

**How to Apply Marketing and Branding in the Travel and Hospitality Business** Society of Incentive and Travel Executives, Cancun, Mexico

**Introduction to Design** Teaching at the School of Hospitality Management, Kendall College (Les Roches School of Hotel Management, Switzerland) how to manage all design aspects in the hospitality and restaurant business

**Branding Commitment** Seminar for the In-Store Marketing Institute, Las Vegas Conference

**Branding Your Company or Client** Teaching at University of Chicago, Graham School, course conducted three times in a calendar year for the last **nine** years ([Awarded the "Excellence in Teaching Award" by the university in 2006](#))

**U.S. Aid, Kosovo Business Cluster** Judging the first national Packaging Design Competition in Kosovo, conducting design consultation for the top 3 winners about packaging design and business development.

**Advertising Practices** Teaching at DePaul University, College of Commerce, undergraduate level

**Consumer Behavior** Teaching at DePaul University, College of Commerce, undergraduate level

**Internal Branding** Webinar series for Ragan Communications on Internal Branding targeted at marketing executives around the U.S. and Canada

**University of Chicago GSB Marketing Roundtable** - "Communicating The Brand Through Multiple Touchpoints" lecture to graduates of the Chicago Graduate School of Business

**How to evaluate creative work in Direct Marketing** Seminar at Chicago Association of Direct Marketing, Chicago Conference

**The Creative Development Process** Seminar series for the Romanian Association of Advertising Agencies, Bucharest

**How to Sell Creative Work** Seminar series for the Romanian Association of Advertising Agencies, Bucharest seminar

**Packaging Design-The New Advertising** Seminar for the In-Store Marketing Expo, Chicago Conference ([Elected member of the In Store Marketing Institute Faculty, 2007](#))

**Retail Touchpoints that are Different, Relevant and Resonate** Seminar for the In-Store Marketing Summit, Chicago Conference

**What is Creative? (How to publish on small budgets)** Seminar for the Parenting Publications of America, Philadelphia Convention

**How to Promote Brands and Products in a Very Crowded World** Seminar at University of Chicago, lecture to Chinese delegation of high level trade and commerce government officials

**Retail Branding and Packaging** Seminar for the Romanian Association of Advertising Agencies, Bucharest seminar

**Brand Planning and Message Strategy** Teaching at Roosevelt University, College of Arts & Sciences graduate level semester

**Advertising and Copywriting** Teaching at DePaul University Department of Communications, graduate level semester

**Interactive Advertising** Teaching at Columbia College Chicago, Marketing Communications Dept., undergraduate level semester

**International Advertising** Teaching at Columbia College Chicago, Marketing Communications Dept., undergraduate level semester

**Integrated Marketing Communications** Teaching at Columbia College Chicago, Marketing Communications Dept., undergraduate level semester

**Packaging Design-Stimulus and Response** Teaching at The School of The Art Institute of Chicago, Visual Communication Dept., graduate and undergraduate level, twice a year for three years

**What is an Idea?** A stimulating lecture about creative thinking, used in a variation of settings.

**Program Manager of Advertising Studies** Hebrew University of Jerusalem, Aboodi Advertising School

**Series of lectures on advertising and design** Technion, Israel Institute of Technology/Israel Advertisers Association

**Guest Lectures on Advertising** Tel Aviv University, Recanati School of Business

**What's in a Brand?** Seminar for the National Museum Publishing Association , Chicago Conference

**Effective Creative/Effective Research: How the two functions can work together** Panelist at: FUSE Brand Identity Package Design Conference, New York

**The Creative Work of McDonald's** Presentation to BBR Saatchi & Saatchi, Tel-Aviv, Israel and various other ad agencies

[In addition, Ilan and his associates train clients while performing other marketing jobs for them. Specific company names and the training details involved could be obtained upon request](#)