

**Sept. 2010-**

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

**The Event Congress for Central & Eastern Europe** How to do business with the U.S. MICE market, Prague Conference

**Turismo de Lisboa** How to get business travel from the U.S. market, seminar to the hospitality industry in Lisbon, Portugal

**Tsinghua University, China, EMBA program** Branding lectures about global branding, program at Northwestern University, Chicago

**Medical Tourism Conference in Turkey**, How to market medical tourism to a U.S. patient via all brand touchpoints?

**IMT Institute of Management Technology, Ghaziabad** Integrated Marketing Communications studies, Ghaziabad, India

**DePaul University** School for new learning, graduate studies: Improving 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](#)