

Inspiring  
**creative strategies**



**Welcome to Redchair**, a full-service communications agency that specializes in creatively and strategically growing your organization.



### **What is The Redchair™ Experience?**

The Redchair™ experience is creative, strategic, intelligent and inspiring. We provide a series of services and inspiring methods—uniquely designed and delivered—to help you engage your team, clients and your customers.

### **Our Mission**

Aspiring to be The World's Creative Think Tank, the Redchair™ mission is to help organizations become more creative, innovative and strategic.

### **Our Promise**

To engage and inspire your team to peak performance.



[www.redchairbranding.com](http://www.redchairbranding.com)

# Meet our **team** of creative professionals

Our award-winning team is made up of certified professionals, strategic business analysts and creative experts that draw from diverse backgrounds to help you achieve your business goals.

## **Gerry D. Visca**

Partner | Chief Creative Officer  
*Internationally trained and educated in Architecture. Registered as one of the top exclusive speakers with the NSB.*

Keynote speaker, Gerry Visca, is internationally known for his ability to kick-start and inspire audiences and teams. As a Creative Director, Successful Entrepreneur, Author, Business Coach, and Inspirational Speaker, Gerry leads and inspires the Redchair™ team as the Chief Creative Officer and is directly involved with all creative aspects. Gerry has over 15 years of senior experience working with some of the top design agencies in North America. Gerry's unique approach to communications stems from his varied creative experience.

## **Jean Visca, BSc, CPC**

Partner | Account Executive

Jean is a certified coach and founding partner with Redchair™ and as our Human Relations guru, she personally collaborates with our clients as their Account Executive. Jean is critically involved with high-level strategy development and brings to our clients over 15 years of marketing and human relations experience. Jean's diverse background in psychology and adult education allows her to lead our top organizations including: Campbell's, Medtronic of Canada, St. Jude Medical, Longo's, Hamilton Health Sciences, CritiCall Ontario, The Port of Hamilton, and Hamilton International Airport.



Awards:



Publications:



***Creativity, Innovation and Strategic direction directly impacts the growth of your organization and your ability to compete in the market place.***

***inspiring creative strategies***

## Meet our **team** of creative professionals



### **Vittoria Wikston, CMP**

Partner | Educator

Vittoria is a veteran of both the Hospitality and Health & Fitness Industry. She has extensive experience both in sales/marketing and front-line operations. She has held the reputation as being one of the “best sales people” in her industry and knows what it takes to get the job done. Vittoria is best known for her creativity in developing innovative concepts and her effectiveness in their implementation, resulting in valuable and profitable solutions. Her strategic planning experience has enabled her past employers and affiliated associations to realign their business strategies for visionary growth and development. As a Certified Meeting Professional and Extreme Trekker, Vittoria is also an established Instructor at Niagara College teaching Special Events Management in their distinguished Bachelor of Applied Business Hospitality Diploma Program. She is a dynamic trainer who uses her high energy, blend of enthusiasm and analytical skills and analytical skills to create a unique environment for participants in the classroom.



### **Wendy Murdock, MSW**

Leadership Consultant | Educator

In her 20+ years as a leader in health care she has developed an expertise in various areas related to HR, including all aspects of leadership and management and employee training programs. She has focused on projects centred on developing and teaching sustainable operational strategies for organizations experiencing significant transition and challenges. She has effectively assisted leaders from a variety of industries including manufacturing, service, health care, and education; maintain their competitive edge via their “people”. She is driven by her conviction that each individual has an innate desire to succeed and contribute meaningfully. It is her personal mission to target superior performance by aligning organizational values and objectives to those of the people within the organization.



### **Craig Martin**

Senior Art Director

Craig Martin has been working as a senior graphic designer and Art Director for over a decade. Craig is a true creative innovator. Craig’s strengths stem from managing multiple tasks and deadlines effectively. Craig takes a senior lead on all aspects of graphic design within Redchair - from the creation of comps to the production and post production work. Craig will work closely with the Creative Director and Account team on all branding and marketing campaigns and be responsible for all graphic design aspects of the new brand.

# Our unique services

## Branding + Strategic Marketing

Our clients seek us out because they appreciate efficient, targeted and relevant work that is enhanced with a refreshing dose of creative intelligence. They trust us to create a memorable brand experience.

## Think Tanks and Creative Facilitation

Transform your company's brand, its positioning, sales and marketing strategies and performance. It's an opportunity to brainstorm, troubleshoot and collaborate with a proven team of experts in a creative space that breeds genius ideas and powerful action plans.

## World class Speaking

Our senior partners are top key note speakers on creativity, inspiration, motivation, branding and leadership. Gerry Visca is registered as an exclusive speaker with The National Speakers Bureau and is on the fast track to becoming one of Canada's top inspirators.

## Educational + Inspirational Boot Camps

Our infamous Boot Camps are recognized as tops in the industry, and are the perfect way to spice up your next event. Ignite your team to action with our fiery business topics including: Branding | Innovation | Sales & Marketing | Leadership | Creativity | Become a Better Presenter | Web 2.0

## Event Planning + Event Branding

With over 25 years of experience in the event planning industry, our clients trust us to create a memorable brand experience for their event that helps strengthen delegate registration and keeps them wanting more!

## Business Coaching

Draw inspiration from creative business experts who will show you the way to do what you always dreamed of doing. Our IGNITE Idea Centre™ coaching program is designed for entrepreneurs who require a full range of tools, inspiration and support that will enable them to successfully launch their businesses and position themselves correctly and competitively in the marketplace.



# Experience a **THINK TANK**



Sara D'arcey,  
Associate | Creative Assistant

## **YOUR STRATEGIC POSITIONING**

What are your market opportunities?  
What do you do better than anyone else?  
What differentiates you from the rest?

## **YOUR BUSINESS GOALS**

What do you want your business to be?  
What type of clients do you want?

## **YOUR SALES PROCESS**

What defining elements make your sales technique unique?  
Are your sales teams seen as powerful resources and educators?  
Do you have a proactive and innovative sales plan?

## **YOUR MARKETING TACTICS**

Implement non-conventional strategies  
Apply a new branding experience  
Build an action plan for change

*"Gerry's energy, creativity and perspective were inspiring. Vittoria Wikston is an excellent speaker, with extensive marketing knowledge. Your BIG Think offered this perspective, in an atmosphere that promoted networking and business growth. This is a must event for so many small-medium sized companies, especially given the challenging times we are in."*

Cammie Jaquays  
Pure Power Solutions

# Our **BIG THINK EVENTS** ignite you to action

It is a unique opportunity to brainstorm, uncover, troubleshoot and engage your team like never before in a creative space that breeds genius ideas.

Delivered as a half day or full day session, our collaborative approach is led by Vittoria Wikston, Certified Meeting Professional; Gerry Visca, Canada's fastest growing inspiration as reported by the National Speakers Bureau; Wendy Murdock, Experiential Training Guru and Jean Visca, Certified Business Coach. Acknowledged experts in their fields, this dynamic team encourages active participation from their clients, involving input from all levels within an organization ensuring support, affirmation and effective implementation. The outcomes are powerful and tangible.



Vittoria Wikston:  
**The Inspired Marketing Plan**

*Not having a detailed Sales & Marketing plan is like putting together a huge puzzle without having the puzzle box to look at for guidance.*

Wendy Murdock:  
**Bouncing Back from too much Pressure**

*The next time you feel overwhelmed, take a deep breath and take action over the things you can influence.*

Gerry Visca:  
**Creative Innovation**

*The power of inspired creativity and a continual focus on innovation is what makes the top companies stand out.*

*"I have worked with many event companies in my 30 year career, but Gerry and his team at Redchair™ put on the ultimate show. The content, the organization and the delivery are world class. I value my connection with Redchair™."*

*Mike Lipkin, President  
Environics/Lipkin*

*inspiring creative strategies*



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