



"John's process created a space where creativity and logic could come together. The result was great ideas we could actually put into action."

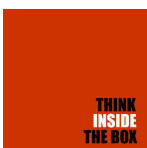
— Mark Siegel
Executive Director, Media Relations
AT&T's wireless unit
(speaking of a brainstorm
for the launch of the iPhone)



John Armato has led sessions ranging from 90-minute brainstorms to half-day planning meetings to highly customized full-day think-tanks for clients such as Novartis, Gatorade, Hallmark, Visa, AT&T, U.S. Potato Board, and The Principal Group.

"One of the most accomplished presenters in his field"

— Mark Klein
Vice President
Corporate Communications and Marketing
Catholic Healthcare West



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Think Inside The Box

Structured Brainstorming, Meeting Facilitation and Professional Development

In Search of the Big Idea

Asking someone to "think outside the box" is like asking them to think outside their mind. There is no way to bring something into existence without drawing from something, anything, everything in your mind — consciously or subconsciously. Pulling ideas out of thin air is magic, not creative process.

Thus "Think Inside The Box:" an organic, yet practical and demystifying, approach to the creative process. Through in-depth and collaborative preparation and a structured, question-driven approach that alternates between individual and group ideation, John Armato leads brainstorm sessions that consistently generate a high volume of ideas; stay focused, energized, fun and productive; and engage all participants for maximum contribution.

An Experienced Creative Strategist

Armato is a marketing communications veteran who provides strategic counsel for corporate, nonprofit, and association clients. Known as a creative thinker, passionate presenter, and insightful facilitator, he helps organizations position their brands, develop their messages, and generate effective ideas for achieving their business objectives.

A senior partner with more than a decade at Fleishman-Hillard, 20 years in communications, and a lifetime of creative pursuits as a musician, graphic designer, and writer, Armato brings an eclectic perspective to his client engagements and an unswerving focus on results.

Beyond the Box

In addition to his work in the area of creative process, Armato is a popular speaker in demand across the Fleishman-Hillard network and its clients and among professional conferences. His professional development and keynote presentations have been featured at the Wharton School, CIGNA, Catholic Healthcare West, Shawnee Mission Kansas School District, PRSA Teleseminar, Ragan's Strategic Media Relations conferences, and others.

His current presentations include:

- *Think Inside The Box* (the creative process)
- *How to Run an Effective Brainstorm* (principles of Think Inside the Box plus tips and techniques)
- *Next Inside The Box* (issues, trends, attitudes and technologies changing how we communicate)
- *Anatomy of a Plan* (frequently misunderstood basics of plan writing)
- *Smart Words, Passionate Words* (writing: mindset and tips)
- *The Essential Counselor* (insights on the role of PR pros)

To learn about the three principles and five phases of Think Inside The Box, and to visit John Armato's blog on the creative process, communications and a life of ideas, visit www.thinkinside.biz.