



LEADERCAST®

SAVE THE DATE

www.Chick-fil-ALeadercast.com

MAY 4, 2012

Broadcast LIVE from Atlanta direct to hundreds of locations across North America and around the world, Chick-fil-A Leadercast is a one-day leadership event featuring several renowned leaders speaking on leadership issues that you face every day.

CONFIRMED 2012 SPEAKERS:

SOLEDAD O'BRIEN

Anchor and Special Correspondent for CNN

TIM TEBOW

NFL quarterback, Heisman Trophy winner and best-selling author

PATRICK LENCIONI

Best-selling author and president of The Table Group

MARCUS BUCKINGHAM

Strength strategist, best-selling author and researcher

JOHN MAXWELL

Leadership expert and best-selling author of *The 21 Irrefutable Laws of Leadership*

ANGELA AHRENDTS

Chief Executive Officer, Burberry

ROLAND FRYER

Professor of economics at Harvard University and CEO of the Education Innovation Laboratory

URBAN MEYER

Head football coach for Ohio State University

ANDY STANLEY

Best-selling leadership author and communicator

SHEENA IYENGAR

Author of *The Art of Choosing* and world-renowned expert on choice



2011 SUCCESS FACTS:

85,000 participants globally.

600 host sites.

17 countries around the world.

11,000 requests for information.

20 million online ad impressions.

3 hrs. as worldwide trending Twitter topic on May 6 (avg. trend lasts 11 min.)

30 million + Chick-fil-A cups, trayliners, & bags promoting Chick-fil-A Leadercast.

2 million + social media impressions from May 6 to May 10.

Don't miss this opportunity to grow your influence as a leader