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Larry Chase

Travels from: New York

Fee Range: \$10,001 - \$15,000

A classically trained marketer who has learned his lessons in New York's most celebrated advertising agencies, Larry Chase is one of the original pioneers to open shop on the Internet in 1993.

As a strategic award-winning writer for several New York advertising agencies, Chase spent 16 years working on consumer goods, business-to-business accounts, radio, print, television, and direct response. When he discovered he was writing for a medium he wasn't watching much anymore, he decided to write for a medium he was passionate about: the Internet. In 1993 he started the first online ad agency and was featured in the press for having done so.

Viewing the Internet through that marketing lens, Chase's experience in traditional marketing enables him to help Fortune 500 clients discern which classic marketing principles endure in this new medium and where the new thinking must begin. It is his integral understanding of both media that makes him uniquely qualified - and internationally recognized - as an expert on the Internet.

The author of the bestselling book, *Essential Business Tactics for the Net*, Chase currently released the second edition of the book in which he shares the lessons learned, the secrets kept, and the winning strategies garnered from his experience and those of his clients, including Con Edison, 3Com, EDS, New York Life, AutoByTel, Liberty Mutual, Time Warner and myriad others, both large and small.

In addition to writing books and maintaining a consulting practice, Chase publishes Web Digest For Marketers, the first online marketing newsletter. Its reviews are read by over 150,000 people monthly. Over 1300 web sites point to it and in any given month, 3 or 4 print publications either quote from it or suggest readers subscribe to it. WDFM reviews have been syndicated to *Advertising Age*, *DM News*, *Business Marketing Magazine* and others.

Chase is often sought by the news media for his insights into the Internet. *Business Week*, *The New York Times*, *USA Today*, *Inc. Magazine*, CBS, CNBC, CNN and scores of trade magazines and newsletters either quote him, or syndicate his columns and reviews.

Most Requested Programs...

- Customer Relationship Management (CRM) - Internet Style
- Using the Net to Work Faster, Cheaper, Smarter
- Benchmark Survey
- Internet Marketing i.e. Direct Marketing
- How to Survive: How to Thrive on the Net