

# 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