

2017 Media Kit
KEYNOTE SPEAKER – AUTHOR



Cardiff-by-the-Sea, California



The stakes are high in choosing the right speaker.

Event planners, conference managers, talent buyers, and executive summit coordinators, you've secured the perfect venue, and the best chef in town is catering the food. Now it's time to book the most important element of your gathering—the keynote speaker.

What UGG founder Brian Smith brings to the table.

A sophisticated, aspirational program demands that speakers present topics that are pertinent and customized to your unique audience. Let Brian Smith step up to the stage and deliver what all event planners want for their audiences—"aha" moments. The UGG story, rich in layers of lessons learned and the "don't make the mistakes I made" takeaways, will rejuvenate the seasoned entrepreneur and jazz up those just getting started.

What's in it for the audience?

For a successful show, each of your speakers must deliver a memorable gift—a certain something that flips an emotional lever. The talk must make a lasting impact and connect the attendee to his or her pursuits, providing relevant takeaways that make those pursuits seem all the more achievable.

—Brian Smith—

Standing ovations. High fives. Hallway buzz.

Brian Smith has always been the consummate storyteller. It's in his DNA.

He started out telling the UGG story to small business gatherings near his San Diego home, but had no idea his speaking engagements would reach such a level of national and international appeal—exactly like the brand he created.

Businesspeople of all ages and market sectors leave a Brian Smith talk with goose bumps and boundless contagious energy, ready to take action in their businesses and in their lives.

Let Brian help you deliver that great content—the stuff that motivates your attendees and has them signing up for your next event. Brian is sure to ignite the goose bumps, produce high marks on the speaker survey, and create a buzz that will last the entire event and for years to come.



U.S. Chamber of Commerce, Washington D.C.



U.S. Chamber of Commerce
Standing Up for American Enterprise

What they are saying ...

Brian Smith has been designated by *Footwear News* as one of the most influential people in footwear in the past century.



SUCCESS

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FN



U.S. Chamber of Commerce
Standing Up for American Enterprise

Forbes

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HARVARD
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To book Brian Smith, please contact Kelly at (717) 781-0838 or Kelly@UGGfounder.com. • Brian can be reached at Brian@UGGfounder.com.

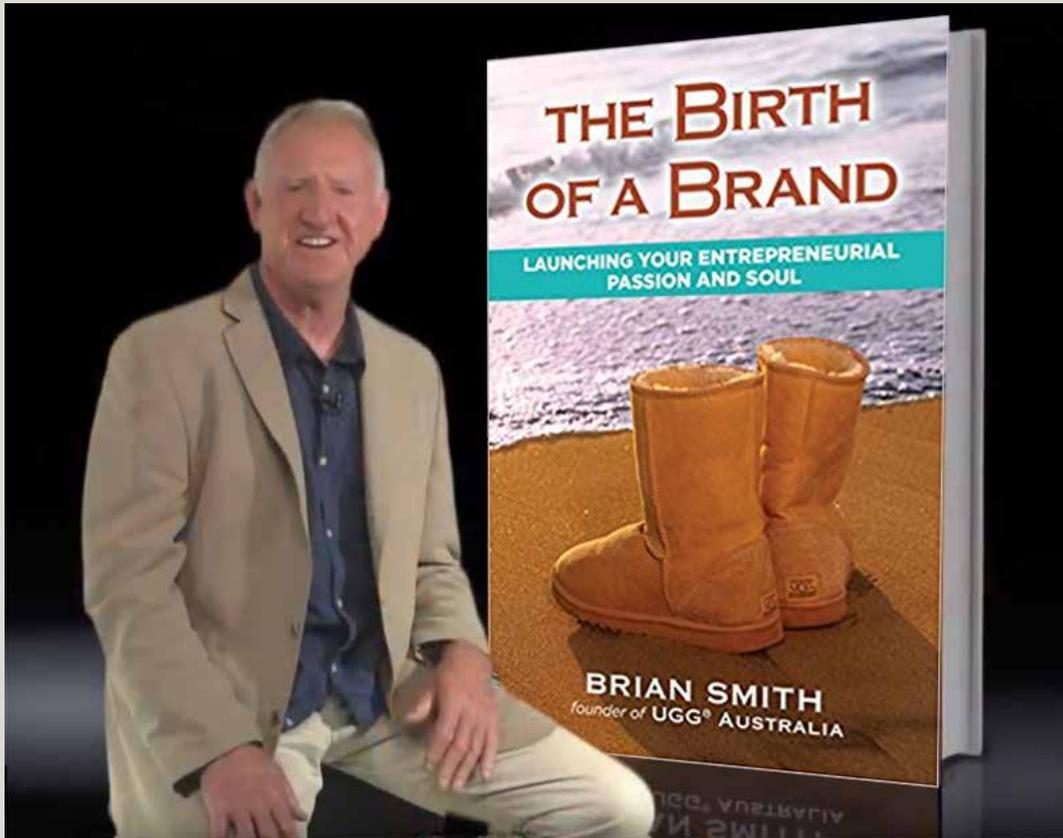


My Book

My book, *The Birth of a Brand*, is based on the initial idea of importing sheepskin boots from Australia and the journey that unfolded in building UGG into a global brand and icon.

From the company's early roots in Southern California, the underlying mantra has been "You can't give birth to adults." Every business starts with conception, birth, and a long infancy, followed by the toddling, youthful and teenage phases eventually, reaching maturity. Time and time again, people have approached me after my talk and told me they were about to give up their dream only to realize they were simply in one of those early phases. It's their "aha" moment—they understand the steps and the drive needed to move forward.

As a consummate storyteller, Brian celebrates the ecstatic highs—and crushing lows—of the UGG brand journey in *The Birth of a Brand*. Written from the heart, it provides time-tested advice and business acumen that prove you can stick to your business passions with authenticity and spirituality, and create a wildly successful brand, career, and life.



Board meetings.

Daily board meetings were strictly adhered to and never missed.

The way it worked was this: Take a business matter that required attention, paddle out, catch waves, towel off.

Then go call on a new UGG retailer with a fresh perspective—a perspective that is as firmly in place as the surfboards bound to the top of the car.



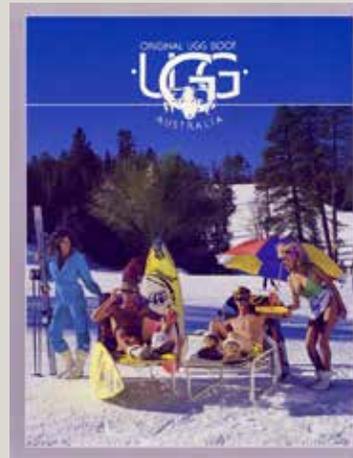
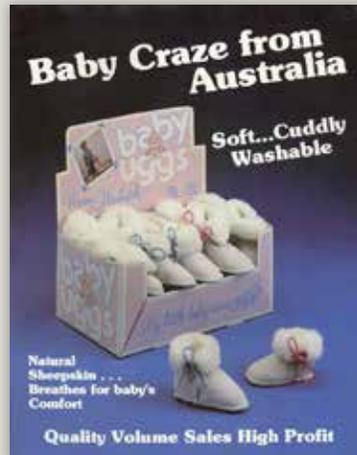
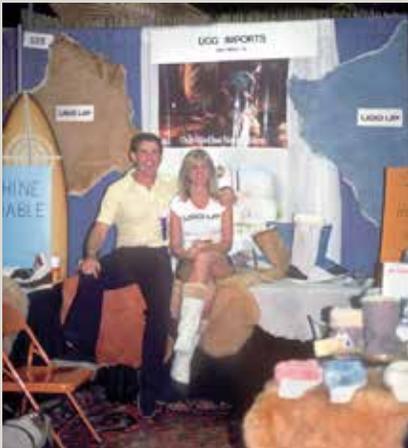
A look back, to look forward.

It all started with a vision of providing comfortable, casual footwear to active people who have a passion for doing the things they love.

One of the most significant ventures was taking the UGG brand from surf to snow—a new market that set the company on a course of enormous growth.

With the brand well established, Baby UGGs and sneaker styles were other welcome additions to the product line, and although we didn't know it at the time, they were the roots of UGG becoming a true lifestyle brand.

Count on Brian to tell your audience what it takes to get there.





Brian Smith Biography

Australian-born, Brian was raised with an enduring passion for surfing and the surf culture. In his youth, he enjoyed the epic waves on the coasts of his home country. He was educated at the Institute of Chartered Accountants Australia, where he received his first of many business credentials.

After 10 years as a public accountant, Brian felt a burning desire to do something that would fit his passion for surfing, and started looking for a business idea that would allow him to support himself. He turned in his resignation notice, got on a plane to the States, and became a regular at the classic surfing destinations up and down the Southern California coastline. He called Malibu, Cardiff-by-the-Sea, and Swami's Beach his "office."

One day, while pulling on his sheepskin boots after a cold surf session, he realized there was nothing like them available in California. He and a surfing buddy shipped six pairs from Australia to show them around, in search of any takers. It was at this moment that the UGG brand was born.

Brian called on every surf shop up and down the California coast, enthusiastically showing prospective retailers the UGG prototype. Most of the shop owners would deliver the same disappointing reaction: "Brian, we sell flip-flops, not boots." Not willing to give up his idea, he then embarked on a laser-focused effort to gain endorsements and support from the surf community, of which he was becoming a respected member. Finally, with two young pro surfers on "the UGG team," a new cult was born, and "UGG" became the cool word on California campuses and beaches alike.

Had he not diligently stuck to his vision, the idea of UGG Boots would never have come to fruition. Undaunted by the surf-shop owners' initial rejections, Brian pushed ahead with his dream, and we all now have our much-loved and favorite casual footwear—our UGG boots.

After 17 years, Brian sold his company and the brand to Deckers Outdoor Corporation. With Deckers's resources, the "casual comfort" segment of the footwear industry came to life. The UGG brand now generates more than a billion dollars of sales per year, year after year.

Having developed the art of storytelling throughout the years, Brian thought the stage would be the perfect place to inform business owners of the ups—and downs—of being an entrepreneur. He found that he not only enjoyed giving these talks—his audiences were responding in wide embrace like he never could have imagined. The size and scope of the audiences grew, and now he is one of the most sought-after speakers in the world. He brings a magical mix of real-world street smarts, kindness, compassion, and a respect for the entrepreneurial drive—all of which fit a business of any size. And, yes, he still continues to surf when he's not on tour.

RESERVE BRIAN FOR YOUR EVENT TODAY



Call Kelly at 717-781-0838 or email Kelly@UGGfounder.com.
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