

Press Release

Two Times A Charm

Patrick Glinski, Head of Social Innovation at Idea Couture Will Take The Stage Twice At Sustainable Brands '10

For Immediate Release

MONTEREY, CA- Patrick Glinski, Head of Social Innovation at Idea Couture, a strategic innovation and experience design firm will address attendees of Sustainable Brands '10 twice during the week of June 7th.

Patrick is a specialist in digital strategy, planning, and play-based facilitation and leads a variety of strategic and social engagements with an eye towards experience design and social good. While formally trained as a business strategist, Patrick is a "renaissance man", contributing lateral thinking skills that draw on experiences spanning from database development to event planning to business development to screen-writing movies about robots.

Glinski will take the stage on Wednesday, June 9th and will share, "Five Consumer Insights That Can Transform Your Customer Experience". He will be speaking again on Thursday, June 10th to discuss "Designing Brand Programs With a Conscious" where he will expand on The Aviva Community Fund, a crowdsourcing platform for people to submit ideas for positive change.

Sustainable Brands '10 takes place from Monday, June 7th to Thursday, June 10th, 2010 at Monterey Conference Center in Monterey, California. The conference encompasses three days of extraordinary conversation, inspiration, and insights where attendees will learn "how the Power of And is driving market-changing innovation and a new path for tomorrow's leading brands".

For more information visit www.sustainablebrands10.com