

# Eliron Toby + Co.

## **Imagination – Direction - Action!**

All of Eliron's lectures are dynamic, entertaining and combined with magic acts that illustrate the main ideas and. They include many examples from the field. Most examples are the fruit of Eliron's successes and failures in leading groundbreaking marketing and innovation moves, and some are examples from innovative masterpieces around the world.

Eliron Toby is a sought-after lecturer. His fascinating lectures on strategic marketing, marketing innovation and branding have become a name and a standard of up-to-date knowledge delivered in a fascinating, professional and entertaining way.

The lectures, the consulting and writing seminars are a circle of momentum that allows (and requires) Eliron to read, study and keep up to date all the time. Among the companies that hosted Eliron for seminars and keynote speaking are: IBM, GOOGLE, Ofir Optronics, Raffa Laboratories, Israel Export Institute, Arisen Investments, Israeli Standards Institute, VISONIC, Moullock, Bank Leumi, Coca-Cola, Enerco (elco group), Hollandia, Tamuz, Trelidor, Israeli Construction Center, Bnei Moshe Carasso Automobile Group, Raphael, Fertilizer Gat.

When he is not standing before an audience, Eliron is engaged in developing innovative marketing strategies and building brands. The rest of the time he devotes to his hobby: magic. Eliron is a graduate of Ben-Gurion University's Department of Behavioral Sciences in the Negev and is a graduate of the Maryland University School of Management and Technology in the U.S.

## **What the participants say**

*"Eliron Tovey is a clever magician. When Eliron talks, I always listen, and when Eliron lectures on marketing, I do everything I can to sit in the front row. Eliron knows how to sort out the important things and explain them in a clear and interesting way. I would encourage anyone who wants to sell a product to read what Aliron writes and listen carefully to what he says."*

Lior Manor, a magic grandmaster and international expert in conference facilitation and messaging.

*"I purchased myself a copy of the marketing magic kit as soon as I first saw it.*

*I think the kit is really cool.*

*I introduced her at a staff meeting I had with one of my teams. I let each of the participants pick a card, think a little and then present it and the projection of the card and its insight into its work/work. It was excellent, so much so that the guys asked that we present one card in each meeting, and not as I did, because every card is a whole world and worth a special meeting for."*

Benny Loyal, Owner & CEO, Anglo-Saxon Real estate

*"I got to get one of the first copies of marketing magic. I was enthusiastic and decided to use the kit in a strategic meeting most of whose participants were management and salespeople. The kit served us as an opening exercise whose purpose was inspirational - entering the worlds of marketing and connecting participants to the marketing language.*

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*The cards attracted a lot of interest from the participants, who passed and read the cards until they chose the one who spoke to them specifically. All participants without exception were harnessed to the discussion when every selected card could find a connection to our organization. From there, an in-depth discussion ensued.*

*We have also chosen to adopt some cards as part of our business discourse - the strategic circle card is used by us in other strategic discussions.*

Irit Vroom, Human Resources Manager, Netafim Israel

*"I want to thank you for the fascinating lecture we heard from you during our last sales conference. I would like to emphasize that the responses were enthusiastic about the amazing ideas that filled the team with positive energies. I hope the guys internalized the message and took it out of power. We'll continue to be in touch, and I'd love to hear you again at the following conferences at The New York Times.*

Henry Zimmerman, Co-CEO, Trilidor

*I want to thank you for every minute of the executive course at Tzuba I enjoyed every word you said both in class and while we sat at the table at dinner. You left on me and I think of the whole company in a good and professional impression course that will not forget much longer and maybe never, was very pleasant and fun in your company. The idea that the customer at center stage will be our secret weapon in the war for customers' hearts that begins with the days of opening the garage market to competition."*

A participant in a marketing course for managers at Caraso Group