

Barry Cohen

Managing Member at AdLab Media Communications, LLC

Clifton, NJ, US

Author & Workshop presenter at trade shows & conferences nationwide

Biography

BA in English cum laude, Kean University (NJ); Over 33 years in marketing; 16 years as an entrepreneur; frequent contributor to business & trade press in both North & South America; experienced in media planning & creative development. Out-of-the-box strategic business developer.

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Advertising/Marketing, Writing and Editing, Public Relations and Communications

Areas of Expertise

Effective Creative & Media Strategies, Thought Leadership & Authorship, Business Startups

Sample Talks

10 Ways to Screw Up an Ad Campaign

This session describes the most common advertising mistakes and how to avoid them. It instructs the audience in how to out-advertise its competitors when one can't outspend them.

Startup Smarts

Based on the book by the same title, this session covers everything for a successful startups--legal structure & formation, taxes & accounting, funding & financing, sales & marketing, employee development & employment practices, etc.

Event Appearances

10 Ways to Screw Up an Ad Campaign

Radio Advertising Bureau's national sales conference

Drop Dead Management

Radio Advertising Bureau's national sales conference

10 Ways to Screw Up an Ad Campaign

Concert Industry Consortium

Startup Smarts

New Jersey Innovates conference

10 Ways to Screw Up an Ad Campaign

Natural Products Expo East

Education

Kean University

Bachelor of Arts English

Kean University

Bachelor of Arts, cum laude English

Kean Universtiy

Bachelor of Arts English, Speech-Theater-Media

Accomplishments

Awards

Winner, Silver Microphone Awards for broadcast creative, Dynamic Graphics for design excellence, Leo Award, Association of Graphic Communicators

Listings

Who's Who Among Students in American Colleges & Universities, Outstanding Young Men of America, Thompson Reuters' Westlaw Roundtable Group

Boards Memberships, Past & Present

Kean University Alumni Association, Advertising Club of NJ, Network Plus, Allgood Entertainment, Amwell Security

Publications

Books Authored: 10 Ways to Screw Up an Ad Campaign; Startup Smarts; Comin' Home

Guest Columnist: Radio & Records, Floorcovering Weekly, Tiempo de Mercadeo, About.com

Awards

Recipient: Steven J. Weiss Memorial Scholarship; Nathan T. Shreiber Scholarship

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