

**Richard Gee**

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**From:** Pat Armitstead [joyologist@humour-resources.com]  
**Sent:** 07 May 2007 23:52  
**To:** assia; David glover ; ed.scanlan; fran benton; kath hurkey; murray; Phil.Edmondson-Rowe; richard gee; Robyn McArthur  
**Subject:** FW: New From Kevin Roberts #1

The article I was talking about for Wellington....



-----Original Message-----

**From:** Saatchikevin and KRConnect [mailto:krconnect@saatchikevin.com]  
**Sent:** Wednesday, 2 May 2007 5:42 PM  
**To:** joyologist@humour-resources.com  
**Subject:** New From Kevin Roberts #1

<p><b>SAATCHIKEVIN + KRCONNECT</b>  Kevin Roberts CEO Worldwide  Saatchi &amp; Saatchi Ideas Company</p>
<p>2nd May 2007 (ISSUE #1)</p> <p>Greetings. This is Kevin Roberts' new weekly update about new content posted on <a href="http://SAATCHIKEVIN.com">SAATCHIKEVIN.com</a> and <a href="http://KRCONNECT.BLOGSPOT.com">KRCONNECT.BLOGSPOT.com</a>.</p>
<p><a href="http://SAATCHIKEVIN.com">SAATCHIKEVIN.com</a></p> <p><b>Speech - You Rock My World</b>  When you're talking about tough tasks, marketing to under 20-year-olds is right up there. It's time for technology, social networks and a large dollop of the 'cool' factor. This presentation made at the Youth Marketing Mega Event in Los Angeles offers seven ideas to stand out from the crowd.</p> <p><b>Speech - Come To The Edge</b>  A presentation to Wellington City Council and business people looking at ways to inspire growth and banish complacency in New Zealand's capital city on The Edge (includes full video coverage).</p>

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### **300 - One Thing You Should Know**

Frank Miller (creator of Sin City) wrote *300*, a graphic novel version of this incredible story, and the movie version has been a box office hit. I caught it at the Imax Theater in Auckland, New Zealand. The movie theater was packed and nobody moved for the whole 117 minutes. In your face Thermopylae, at last. My conclusion? *300* is *Gladiator* on steroids...

### **To London And Back On The Eurostar**

Traveling by air in Europe is not quite as bad as the domestic pain involved in U.S. air travel, but it's up there. That's why over recent years, the Eurostar has become a Lovemark to me...

### **The Challenge Facing New Zealand Rugby**

When I was in Wellington a couple of weeks ago, I caught up with Steve Tew, the CEO designate of New Zealand Rugby Union. He's an impressive guy, whose reputation continues to grow both in New Zealand and on the world scene...

### **Being Jeff Bridges**

Since I began this blog, people have been sending me blogs and websites they like and love. The quality they share that jumps out at me is personality and imagination. Top of my list has got to be the wonderful website written, or should I say created, by actor Jeff Bridges...

### **Talking To The Women Presidents' Organization**

Last week I talked with the Women Presidents' Organization in Phoenix, a national forum in the U.S. for women leaders. All of them are smart, determined, inspirational and connected...

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