



Show Description

What gives a brand that irresistible spark that attracts business like crazy? Why does one brand nail it while others fail? If you've fallen into the trap of Dead Brand Walking, join Brand Provocateur Mary van de Wiel (aka Van) as she shares the secrets to coaxing out the power and zing in your brand. Every week in the Lab, Van interviews guests, plays with new ideas, dissects actual brands. WARNING: Van has single handedly redefined the art of monetizing a brand and making it stand out. After all, the money's in the brand. Zing is Ka-Ching. What's more, her insights lean toward the unorthodox and provocative. She'll show you just what you can do to make your brand a winner.

RAVING FANS OF NY BRAND LAB RADIO

>> Van is one of the most energizing and engaging personalities I know, and as a radio host, it turns out she's an uncommonly engaging interviewer and a natural storyteller. It's a gift as rare as it is wonderful. She was able to zero in and roam around my messy brain, and work so intuitively and empathically - that she extracted insights even I didn't know were there.

I give her stratospheric high points for her business acumen, style and chutzpah. Oh yes - and best of all - her contagious optimism makes her a delight to hang with and I look forward to doing again soon. Like, very soon.

- Brian Collins, Chairman/CEO, Collins Agency, NYC
www.Collins1.com

>> I think Van is onto something big here with this radio biz interview format: Her ability to track down interesting speakers combined with her natural ability to get the best out of them is a sure fire recipe for success on the national radio scene.

Appearing on Van's radio program was one of the highlights of my year. More people than I can measure have downloaded my session following the interview, and the feedback I've had to date has been phenomenal

- Megan Kent
Founder, Brand Synchronicity
www.BrandSynchronicity.com

>> Van has a natural gift as a radio producer. She's warm, informal and hugely informed. It was a pleasure to be a guest on her show. I felt well taken care of and free to express myself.

– Debbie Weil, author, *The Corporate Blogging Book* and corporate social media consultant

www.DebbieWeil.com

>> Van has clearly created a fantastic forum for us and has curated people and subjects of huge interest. Van knows what is *de rigueur* and what we want to hear before we tune in to listen.

As a highly visual person, her magic is in telling the story on air, and her ability to engage the audience is fantastic. She literally turns visual concepts into words for the audience.

I was very fortunate to be a guest on innovation, and I absolutely loved her challenging questions. Little did I know that I would receive so many emails from old colleagues across the country! Even more fun was that I received compliments from the Middle East, Asia and Europe.

Rony Zibara
Partner, Innovation Director

www.Fahrenheit-212.com

>> I am a brain scientist trained through the National Institutes of Health and as the President of Brain Engineering Labs, I have been involved in research yielding numerous brain breakthroughs and have been interviewed by Oprah, USA Today, Today Show, CBS News, Parade Magazine, to name a view.

My interview with Mary Van de Wiel stands as a superior, one-of-a-kind experience as a provocative, innovative, interactive exhilarating experience. Her questions and comments were intelligent and mind-developing as she led her audience to enjoy the wonders of the brain. She is an engaging and tremendously well organized and well prepared interviewer. I loved being on her show and have received significant rave reviews from her listening audience.

Dr. Cheri Florance, Brain Scientist, Author, Speaker

www.CheriFlorance.com



RAVING FANS OF NY BRAND LAB

>> Van opened my eyes. The NY Brand Lab is unlike any other workshop I've ever been to in New York City. This is about responsible business building, and it's a crucial part of the business that I was not taking seriously. Now I'm aware of a whole new world. My business brand needed this wakeup call!

– Smita Paul
Social Entrepreneur, Creative Director
www.IndigoHandloom.com

>> My life can be divided into two phases: before and after meeting Van at The NY Brand Lab. She helped me gain clarity with my business and my brand that I hadn't dreamed possible.

– Megan Kent
Founder, Brand Synchronicity
www.BrandSynchronicity.com

>> The NY Brand Lab has been an empowering experience for me. It helped me regain control of my brand. So, Van, you gave me a gift: You gave me back my brand.

What's more, The NY Brand Lab was a safe and fun place for me to air my brand laundry issues! Before that, I had this big bundle of problems and didn't know how to tease it out let alone find a solution. In fact, I felt I was given a sanctuary to figure it all out.

– Laura Allen
CEO/President, Vision Education & Media
www.Vemny.org

>> I've been in business for 25 years, and The NY Brand Lab opened my eyes to a new perspective. I'm a believer in continuous education but this program went beyond education, it was a wonderful burst of energy and worth far more than I could have imagined! Van provides a high level-crash course that can change any brand's life. The result? High energy, fast-paced brainstorming sessions along with individual one-on-one attention

– Ilene Shaw, CEO
www.Pure-Environment.com

>> Believe it or not, I actually started my business without realizing the importance of branding, and so I am grateful for the way Van gently approached my brand's particular issues so I could accept it. The guest speakers were spot on. I had lots of AH-HA moments. I now feel more playful, loved meeting the other entrepreneurs around the table. We're all from such different backgrounds but we all shared the same kinds of frustrations. Sharing ideas and speaking our minds helped me a lot.

– Smita Paul
Social Entrepreneur | Creative Director
www.IndigoHandloom.com

>> My business is all about being organized. But, amazingly enough, my brand was totally disorganized. During the four weeks at The NY Brand Lab, we worked step by step on four modules – everything from understanding more about our brand archetypes to the emotional IQ of our brands, visual storytelling, and a whole lot more. I've worked out how all the pieces work together – finally. PS The food was amazing. I was blown away by Van's salad and delicious salad dressing! We all pleaded with her to give us the recipe, and it's all on Van's blog. Check it out!

– Lisa Zaslou
Founder, Gotham Organizers
www.GothamOrganizers.com