



**FOR IMMEDIATE RELEASE**

# Medinge Group International Speakers Bureau Now On-line and Operational

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Stockholm, Sweden/ Wellington, New Zealand/ Portland, Oregon/London, England

The Medinge Group, an international think-tank on branding today announced that its web-based on-line Speakers Bureau is now operational.

Typically, speaker engagements are booked through middle man firms whose rosters are broad based in many specializations. The Medinge Group site's 11 gurus focus exclusively on the most current issues of international branding. The bureau is also unique in that rates are negotiated directly with speakers via a direct referral system built into the site.

The bureau is easily navigated on a single page through a matrix of internal click-through links. There's a convenient how-to utility, followed by a speaker roster which links to in-depth profile pages of each participating Medinge member. Users will find a topic list, linked to speech descriptions, cross-referenced to each member of the roster. At the bottom of the web page, a generic search form is available for interactive referral and inquiry.

Visitors to the Medinge site [www.medinge.org](http://www.medinge.org) need only click the word "Speakers" located at the top of the Home page to reach the Speakers Bureau. Participating Medinge members include

[Malcolm ALLAN](#)

[Simon ANHOLT](#)

[Thomas GAD](#)

[Sicco van GELDER](#)

[Patrick HARRIS](#)

[Nicholas IND](#)

[Tim KITCHIN](#)

[Johnnie MOORE](#)

[Stanley MOSS](#)

[Ian RYDER](#)

[Jack YAN](#)

Jack Yan, a speaker/member of the Medinge Group remarked, “This is the most accessible way to get the world's leading thinkers on branding. All of the members who have asked to be part of the Bureau are not just thinkers: they are great speakers who will provoke your audience's thinking. I'm looking forward to seeing how we can be of service, anywhere in the world.”

Stanley Moss, a brand specialist headquartered in Portland Oregon, chaired the Speakers Bureau initiative. Moss calls it “a direct pipeline to brand visionaries, and an up-to-the-minute window of the shape of branding today.”