

Ruth McKay

Inspiring, Educational but always Entertaining,

*Need a speaker who delivers practical, high quality content?
Someone who inspires confidence in your audience?
Want a speaker who does all of the above **and** entertains?*

Ruth McKay delivers that and more. Ruth is a straight talking, no nonsense marketing specialist and business owner. She has spoken at numerous events including The Franchise Exhibition, Federation of Small Businesses and is a regular speaker for Business Gateway.

Ruth is uniquely different from other speakers because she is not afraid to be brutally honest, especially about herself, has the ability to zero in on the issues and to deliver effective solutions. When Ruth speaks people reach for their pen and paper because what she delivers is business gold dust.



Bespoke approach: Ruth has developed her own unique *Six Step Marketing Process* based on her experience of working with SME companies. Her process ensures companies achieve real results and value from their marketing. Ruth understands that every company has specific needs that are exceptional to them so she always takes time to listen, understand and tailor the process to meet those needs and achieve the agreed goals.

TV Star: Ruth was the star of a Channel 4 *fly on the wall* documentary which followed her as she overcame multiple obstacles to achieve business success. The documentary was aired many times and resulted in a huge amount of publicity for Ruth and her business. Consequently, she had invitations to speak as far away as the USA and Australia.

Who is Ruth McKay?

Ruth gained a first class honours degree in marketing from Stirling University. A number of local businesses wanted to work with her so in 2005 she launched Unique Marketing Solutions. Since then Ruth has worked with over 80 SME companies and become a regular speaker. She is currently producing an innovative, internet driven marketing product that will be the first of its kind in the UK.

Keynotes & Presentations Offered

1. New Year: New Marketing: New You: Survive and Thrive in 2010
2. Six steps to great marketing and great sex: a humorous look at effective marketing
3. Having it all but losing myself: one woman's attempt at achieving a work life balance

Book Ruth now by calling 0131 4470438 or email
info@uniquemarketingsolutions.co.uk.

Special event speaker