

# reel to reel

## Reel to Real: How to become a star in your own company!

David Fantle and Tom Johnson have interviewed "more stars than there are in the heavens." And we're talking stars -- Fred Astaire, Gene Kelly, James Cagney, Lucille Ball, Gregory Peck, Bob Hope, Charlton Heston, Milton Berle, Janet Leigh, George Burns and more than 200 others! Their book, a collection of 60 of their best interviews, "Reel to Real: 25 years of celebrity profiles from vaudeville to movies to TV" was published in 2004 and was recognized as the "Book Corner" selection on the Turner Classic Movies cable network.

For Fantle & Johnson, St. Paul, Minn. natives, their Hollywood odyssey began in 1978 while still teenagers and students at the University of Minnesota. Through considerable pluck, the duo became Hollywood insiders and their celebrity profiles continue to run today in publications throughout the world.

But rubbing elbows with Hollywood royalty has been a hobby. Fantle & Johnson, also have an impressive resume as full-time corporate communicators for some of America's most recognizable corporations, including 3M, U.S. Bank, Netflix, Kohl's Corp., Risk & Insurance Management and Wisconsin Gas-Wisconsin Electric. As senior managers, Fantle & Johnson have worked in every facet of communications and have managed employee teams and counseled senior management on media relations and crisis communications strategies.

Fantle & Johnson have honed their 25 years of experience into two engaging keynote corporate presentations that will enliven, entertain and inform your corporate event audience. Both speeches last about 60 minutes (but can be tailored shorter or longer) and include full Powerpoint presentations, Q & A opportunities, a "show and tell" collection of rare show business memorabilia and book giveaways. But, most importantly, the take-away lessons will help your attendees become more successful and better at their jobs.

### Presentation #1: BUILDING A PERSONAL BRAND

You don't have to be a celebrity to positively parlay your name

Self-promotion is not a dirty term. Whether you're an entertainment personality or work in the corporate world, properly managing your name and reputation can lead to better jobs, higher pay and nicer perks. Fantle & Johnson will share their brushes with the famous (and relate some inside information they learned that have kept certain stars at the top of the Hollywood firmament for years), recount some career anecdotes and discuss how a little "self-promotion" has opened up more than a few doors.

### Presentation #2: SHOOTING FOR THE STARS

Effective strategies for getting past gatekeepers and achieving your business goals

It's extremely difficult to gain access to movie, television and recording stars -- just as it's not always easy to gain access to potential clients or even employees in your own company. Fantle & Johnson will share the valuable lessons they've learned on getting past celebrity gatekeepers to gain access to stars and how those same principles will help you make the right contacts and achieve your desired business goals.

To book Fantle & Johnson or learn more, contact:

David Fantle • p: 414-352-7966 • e: [davereel@execpc.com](mailto:davereel@execpc.com)

Tom Johnson • p: 818-489-9914 • e: [tjohnsonca@aol.com](mailto:tjohnsonca@aol.com)

} [www.reeltoreal.com](http://www.reeltoreal.com)

