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## New Podcast: Erik Hauser Talks about Experiential Marketing, Emotional Connections, and Gene Simmons!



Ever since I [spoke to Erik Hauser last year](#) I've been looking for an opportunity to speak with him again. He's optimistic, he's infectiously enthusiastic, and he has a lot to say on a lot of different topics almost any hour of the day or night (as anyone who follows the [Experiential Marketing Forum](#) knows).

Long story short, I asked him if I could interview him for [this here podcast](#), and he amicably agreed. Rather than asking him to define "experiential marketing" for the umpteenth time, I thought instead it would be more illuminating to talk about emotionally connecting with brands, using experiential marketing techniques when searching for a job, and, of course, [Gene Simmons](#). So that's what we did.

I invite you to listen in on our conversation. You can do so by clicking on the Flash device below. You are also welcome to download an mp3 of this interview by "right-clicking" ("control-clicking," Mac-wise) on [this link](#). Finally, this and other Talent Blog Podcasts are always available on [iTunes](#). Heck, you can even subscribe to our podcast there!

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Laurie Baldwin, who is represented by Aquent's