



Presentations That Energize, Entertain and Enlighten



I am an accomplished speaker with a 15-year track record of success addressing audiences of all sizes. I'm known for demystifying complex concepts with a style that is passionate, supportive and funny. My presentations combine wit, historical perspective and insight gained from a lifetime of experience with media and technology. I like to tell stories, give examples and punctuate my observations with pointed, witty and surprising comments from readings and personal anecdotes.

Many of my speaking engagements today involve explaining and evangelizing social and online media to skeptical business executives. Often, it's the marketers who invite me to come in and speak to their bosses in plain English, demonstrating the power and opportunity of these new channels.

Some speakers are satisfied to give you a canned presentation, pick up their check and walk out the door. My approach is to customize each presentation to the needs of the group. I arrive early and I stay around to follow up with audience members. My unique day-pricing model is described below.

My process includes a detailed interview with the organizers several weeks before the presentation. At your option, I then submit a draft presentation for your comment and approval and revise as necessary to meet your needs. I have extensive experience speaking to business-to-consumer, business-to-business, education and nonprofit audiences. If you don't walk away from my talk with a smile on your face, I haven't done my job.

I have years of experience as a moderator, session speaker and panelist at scores of technology events. These include more than 10 appearances at the giant Comdex conference, where I was also an advisory board member.

I was instrumental in launching the conference business at [TechTarget](#) in 2001 and was on-stage host for all TechTarget conferences during their first two years, a total of more than 15 events. In this capacity, I also interviewed many top industry executives on stage, earning a reputation for asking probing questions while skillfully managing interactions between speakers and audience.

I am passionate about the topics I address and my goal is to communicate that enthusiasm to my audience. My clients often tell me that my presentation is the highlight of their event because it gets attendees buzzing about possibilities. My presentations are packed with real-world examples that illustrate the potential of new media. I incorporate anecdotes, personal experiences and video clips that are uplifting and funny.



My references are listed at the end of this document; however, **I am pleased to provide contacts for any of the speaking engagements listed in this document.** My reference list is my entire customer list. That is how confident I am that you will walk away from an engagement with a smile on *your* face!

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Client Quotes

"Paul's subject matter is essential knowledge for media professionals. His insights are deep but accessible, practical and entertaining. They got our group talking and thinking."

Shirley Powell

Senior VP, Turner Broadcasting System, Inc.

"His perspective was interesting, meaty and fresh. I truly think he had everyone captivated. People are still talking about how much they enjoyed it."

Diane Hessian

CEO, [Communispace](#)

"Engaging Paul Gillin to lead a discussion at our Association's annual meeting made me look like a genius."

Linda Young, AIM Global

"Paul Gillin has a wonderful ability to translate anecdotes and business knowledge into actionable information. His presentation to our user group was a 'sit up and take notice' type of event."

[Roberta Carlton](#)

*Marketing Director, [B*tween Productions](#)*

"One of the best webinars I've attended. The content was useful and extremely relevant; so many webinars are glorified sales pitches, but this one was right on the money!"

Liz Bissel

Assistant Vice President, Marketing, MountainOne Financial Partners

"I've attended many, many webinars, and I can not even begin to tell you what an incredible experience this was."

[Erica Marie DeWolf](#)

"Paul is interactive, engaging, and fun. His conclusions are based upon solid research and he is visionary in his understanding of the underlying forces driving social media."

Thomas J. Lynch III, Ph.D.

CIO, Worcester Polytechnic Institute

"The speaker's presentation skills were: Excellent: 26; Good 4; Fair: 0; Poor: 0"

[IABC 2008 Heritage Region Conference](#) Session Evaluation

"The speaker's qualifications were: Excellent: 39; Good 12; Fair: 0; Poor: 0"

[PMA09](#) Session Evaluations



Selected Speaking Engagements

Recent Keynote Presentations

- National Sports Shooting Foundation, June, 2009
- AIM Technology Leadership Summit, Apr. 21, 2009
- PRSA PR in Healthcare Conference, April, 2009
- Petroleum Human Resources Council of Canada, Apr. 2, 2009
- Travel Media Association of Canada, Feb. 3-6, 2009
- New Marketing Summit, Oct., 2008, Apr. 29, 2009
- IABC 2008 Research and Measurement Conference, Oct., 2008
- JCI MetNet, NYC, July, 2008
- PRSA Digital Impact Conference, NYC, June 9, 2008
- Infopresse Interactive Marketing conference, Toronto May, 2008
- New England Direct Marketing Association Annual Conference, May, 2008
- Canada's Next Top Ad Exec Awards March 25, 2008
- Inc. Magazine Executive Technology Breakfast, Jan. 2008
- Massachusetts Technology Leadership Council, Jan., 2008
- Executing Social Media, Sept., 2007
- RightNow Technologies User Summit, Aug. 2007
- New England Direct Marketing Association Annual Meeting, June, 2007

Other Keynote Presentations

- BMC Software User Group
- Business Objects User Group
- Cognos User Group
- COMMON – an IBM user group (three times)
- Guide - an IBM user group
- International Oracle User Group
- J.D. Edwards User Group Conference
- New Communications Forum
- Segue Software User Group
- The MIT Conference on Information Quality



Corporate and Institutional Presentations

- Disney Worldwide Marketing
- Volvo Worldwide Marketing
- Turner Broadcasting North American Marketing
- M&M Mars Worldwide Marketing
- Qualcomm North American Marketing
- Corning Worldwide Marketing
- Adobe Systems
- Boston University
- MIT
- Washington University
- Emerson College
- Emmanuel College
- University of Massachusetts

Recent Speeches/Webcasts

- BtoB Magazine Breakfast Series, Oct. 29, 2009
- Social Media ROI, IDG Global Institute, Nov. 17, 2009
- Young Presidents Organization, Western Mass. Chapter, Oct. 22, 2009
- 10 Secrets of Social Media Marketing – PRSA Webinar, Sep. 22, 2009
- World Without Media: What Will Fill the Void? Inbound Marketing Summit, Oct. 8, 2009
- Sixth Annual e-Dialog Client Summit, Sep. 18, 2009
- World Presidents Organization New England Chapter, Sept. 17, 2009
- Consumer-Generated Advertising - PRSA Summer Seminar, Aug., 2009
- Newspaper Editors Workshop, USC Annenberg Center, July, 2009
- Next Data Center, Dallas, June 25, 2009
- Secrets of Social Media Marketing, a PRSA Webinar, May 19, 2009
- Secrets of Social Media Marketing, AdChatCafe, May, 2009
- International Association of Business Communicators Social Media Workshop, April, 2009
- Public Affairs 2.0: New Media Strategies for Rebuilding America at Home and Abroad, Department of Defense Joint Public Affairs Working Group, Apr. 16, 2009
- Researching and Planning Social Media Marketing - A Marketwire Webcast, Apr. 16, 2009
- Social Networks: The New Architecture of the Web, News University, Apr. 14, 2009
- Using Social Media to Find a Job Webinar, Mar. 24, 2009



- Deriving Value from Social Media and User Generated Content - Keibi Webcast, Mar. 31, 2009
- Influencing the New Influencers - Bulldog Reporter Webinar Tutorial, Mar. 27, 2009
- Teens/Tweens and Small Business Marketing - PMA09, Mar. 3 & 4, 2009
- Social Media Marketing: Best Practice Communities - Awareness Webinar, Jan. 28, 2009
- Get Content - Get Customers Virtual Book Tour, Feb., 2009
- 10 Secrets to Social Media Marketing - Awareness Webinar, Jan. 13, 2009
- Secrets of Social Media Marketing, PRSA Teleseminar, Dec. 2, 2008
- Getting Started with Social Media – Lessons from the Front Lines, Dec. 11, 2008
- Secrets of Social Media Marketing, Listrak Webcast, Dec. 3, 2008
- How To Become A Thought Leader For \$0, Dec., 2008
- Cable & Telecommunications Association Marketing Summit, Nov., 2008
- Social Media Marketing: Where to Begin; A PRSA teleseminar, Nov., 2008
- Nuance Conversations 2008, Oct., 2008
- Using Online Conversations to Turbo-Charge Your Business, Oct., 2008
- PRSA 2008 International Conference, Oct., 2008
- IABC Heritage Region 2008 Conference, Oct., 2008
- How Web 2.0 Can Ruin Your Online Marketing - BtoB magazine webcast, July, 2008
- Using Social Media to Boost Travel Marketing, PRSA Conference, June, 2008
- Bulldog Reporter Media Relations Summit, April, 2008
- New Communications Forum, April, 2008
- The Future of Journalism in a Social Media World, May, 2008
- Digital Imaging Marketing Association, Jan., 2008



Recent Speaking Topics

Secrets of social media marketing

Social media marketing, in its many forms, has taken the business world by storm. The compelling speed, cost-effectiveness, and customer engagement benefits of social media campaigns are rewriting the rules of marketing. But so much is happening so fast that it's impossible to keep track of all the options. The good news is that you don't have to boil the ocean. Effective social media campaigns require a disciplined approach to setting strategy, choosing tools and building customer affinity. Stay focused and you'll be fine.

Best practices are already emerging. In his new book, *Secrets of Social Media Marketing*, Paul Gillin outlines nearly 100 tips from early innovators, covering everything from technology selection to results tracking to ROI. In a presentation rich with examples, vignettes and video clips, he shares insights on how to simplify choices and build effective campaigns.

Social Media Marketing: Where to Begin?

PR professionals are being bombarded by new ways to reach influencers. New technologies and services explode on the scene and then fade from view. It's hard enough just to keep up with the options, much less make intelligent choices.

Don't be paralyzed by choice. You can put social media to work for you right now by analyzing your strategy and narrowing your options. The key is to match the media to the objective and to use a mix of channels to reach the right influencers.

This presentation provides an overview of social media channels with a strengths/weaknesses analysis of each. This practical analysis is combined with ample case studies and real-world examples of how PR pros are already leveraging social media to reach a new class of influencers.

The New Influencers: How Social Media are Revolutionizing Media and Markets

Social media will profoundly disrupt the media and marketing industries by changing economic and influence models that have existed for generations. Today, some bloggers and social news sites generate more traffic than big-name mainstream media, and they do it at a tiny fraction of the cost. Their highly outsourced publishing structure is a new style of journalism and their approach to building audience and awareness is unlike anything



ever done in traditional media. This will have far-reaching ramifications for established institutions. We are in the early stages of a shift that will shake the business and media worlds to the core. Paul Gillin's keynote presentation will explore these disruptive forces, as well as the goals and motivations of the new influencers and look ahead to the changes they have initiated. He'll point to numerous examples of how the new influencers are already affecting markets and offer guidance for media and marketing professionals who are trying to cope with the impact.

Social Media ROI: Yes You Can!

Social media marketing is sometimes criticized for having questionable return on investment, but much of the skepticism arises from the fact that these platforms are so new. The Internet is the most measurable medium ever invented, which means that the online actions that lead people toward a desired goal can be tracked and refined.

The key is to start with the object and work backwards to define metrics and tools to measure it. A growing number of corporations and institutions are now doing exactly that. They are measuring not only transactions and leads, but also less tangible results like:

- Better decision-making
- Cost avoidance
- Increases in brand equity
- Improvements in customer loyalty
- Crisis containment

This presentation describes a disciplined approach to social media measurement and offers case studies of b-to-b and b-to-c organizations that are applying metrics to deliver measurable ROI.

Marketing to Tweens/Teens

With social networks and video sharing, kids have embraced imaging in ways never expected. How can you capture their attention with online promotions? We talk about the different ways in which kids consume media, how they organize their lives around online relationships and how you can increase brand awareness with so-called Generation Y by using interactivity, sharing and word-of-mouth marketing

Understanding the New Influencers: Promise and Perils of the Blogosphere

Not long ago, you could count on your fingers and toes the number of people who shaped public opinion about your company. No more. Today, a new class of opinion leaders has



emerged in an electronic free-for-all called the blogosphere. Bloggers, podcasters and micro-site publishers present both an opportunity and a problem for marketers. These new influencers can quickly shape opinions about your company by spreading information and opinions through the power of the hyperlink. Their power can be devastating, but it can also be a valuable source of insight and low-cost viral marketing. You can understand and influence the blogosphere, even turn it to your advantage. Learn how this new media channel works and how to harness it to establish new connections to your customers and the traditional media. Understand the risks of inaction and learn about the first steps you should take to become a player in this emerging media world.

Coping With a World Where Messages Don't Matter

Social media like blogs, podcasts and social networks are creating new centers of influence, and that has enormous implications for the public relations profession. The motivations and goals of bloggers and online group leaders differ markedly from those of journalists. Connecting and engaging with these new influencers requires new strategies and tools. Author Paul Gillin describes the insights he gained from talking to scores of bloggers and podcasters in researching his new book, *The New Influencers*. He offers perspective on the behavioral and ethical standards that are evolving online and offers recommendations for how PR professionals can tap new media to become influencers themselves.

It's A Bottoms-Up World -- Deal With It

Traditional marketing has been all about delivering a message for the top and spreading it through as many channels as possible. That worked well in an age when mass media dominated the communications landscape, but the world has changed. Today, messages began at the bottom and percolate up. The mass media relies on tips and insights from bloggers to determine its priorities. An advertising campaign is no longer considered successful until the intended audience gives it their blessing. Informal networks of customers band together to tell businesses what they want.

This new dynamic is enormously powerful if you accept its value and permit it to guide your strategy. It's enormously threatening if you deny the voice of the newly empowered customer and insist on shouting messages they no longer want to hear. This presentation offers examples of the influence of the newly empowered customer and provides marketers with guidelines for listening and adapting to a market in which customers now have the ability – and the will - to speak.



Customer-Generated Advertising

"Crowdsourcing" is an appealing new option for marketers who want to spread their advertising messages through low-cost peer-to-peer channels. Enthusiasts can be recruited to become brand advocates for products that they love, spreading the word through their social networks, Facebook friendships and Twitter streams. Contests are an increasingly popular means of leveraging customer creativity to build grassroots campaigns. This webinar features examples of successful customer-generated advertising promotions in both business-to-consumer and business-to-business contexts. Attendees will learn:

- Appropriate scenarios for applying crowdsourced promotion
- How to generate ideas that spur customer creativity
- Low-cost incentives to build participation
- Basics of measuring results

Uncovering the Business Value of Social Networks

Social networks have been on a stunning three-year growth rampage that has embedded them firmly into the culture of the world's wired countries. So now what? Despite their popularity, most social networking companies have struggled to identify a business model beyond sponsored profile pages and keyword advertising. That isn't going to translate into many billion-dollar valuations.

The biggest opportunity for many social network companies may be in making their services and expertise indispensable to business. This means adapting them as tools for collaboration, knowledge management and commerce. Critical to this process is understanding the value that business users are already finding in current services and understanding their reservations about adopting them more broadly. This presentation focuses on what's working and what isn't in the corporate world and how social networking features can be adapted to a wider variety of business uses.

Customer Service Is the New Game-Changer

Not long ago, businesses-customer engagement was limited other almost entirely to the point-of-sale and the call center. Today, the dynamics have changed completely. Customers are armed with blogs, Facebook groups, recommendation engines and social shopping sites. They willingly share their good and bad experiences with each other and without the permission and involvement of the companies they do business with. Customers increasingly control the brand and image of the companies they do business with.



This is a little scary, but also exhilarating. While businesses can no longer control what customers say about them in open forums, they can improve their reputation and customer loyalty by becoming involved in those conversations. This requires speed, transparency and a willingness to listen. The payoff is vastly better feedback, improved competitive intelligence and innovative customer ideas for new products and services. By taking the lead in online customer engagement, customer service organizations can enhance their value to the organization and pave the way toward a new kind of seller/buyer partnership.

Putting Social Media to Work for Public Health

The burgeoning world of social media presents exciting new opportunities for health care companies to communicate directly with key constituents in ways that were unimaginable just a few years ago.

When consumers need healthcare advice, they now go immediately to the Web. While advisory websites are brimming with information, not all of it is reliable or accurate. Trust is an elusive quality in the world of consumer-generated media, and public health organizations have an increasingly important role to play in public awareness.

Using examples from consumer, business-to-business and the public health sector, Paul Gillin provides strategic insight into how public health organizations can benefit from using these new tools to engage with their constituents.

At the conclusion of this session, participants will:

- Understand the major varieties of social media and their applications
- Gain ideas for applying these new tools to the public health sector
- Understand the rapid changes going on in the traditional media world and how control is shifting to consumers, businesses and nonprofit organizations.

How to Become a Thought Leader for \$0

The new generation of online publishing and social networking tools can amplify the voice of individuals and turn them into thought leaders with amazing speed. Blogs, podcasts, digital video and social networks enable individuals to bypass expensive advertising and media gatekeepers to take their messages directly to their constituents. With expertise, dedication and savvy use of search engines and syndication, you can now reach a targeted audience with minimal cost and waste. Researchers no longer have to wait for approvals by publication boards. They can vet their work in public, gain valuable feedback and publish their work directly to the Web. This session introduces the most



popular social media concepts and provides step-by-step advice on how to put them to work.

Turbo-Charge Your Small Business With Social Media

New Internet tools give entrepreneurs and small businesses powerful platforms that they can use to showcase their expertise, find new customers and build their businesses. Blogs, podcasts, digital video and social networks are revolutionizing markets, offering business owners new ways to find and connect with customers around the world at little or no cost. This session introduces the most popular applications of social media and provides step-by-step advice on how to put them to work for your business.

You'll learn:

- How to promote your expertise at little or no cost, creating trusted relationships that lead to business engagements;
- How to syndicate content to magnify your personal visibility and create leads;
- Creative approaches to content that generate attention and traffic;
- Tips for optimizing search visibility.

Content is the New Currency of Marketing

The language of business-customer interaction has changed forever. Today, customers are empowered with electronic tools that deflect nearly every kind of marketing message. Armed with blogs, Facebook groups, recommendation engines and social shopping sites, they now eagerly share their good and bad experiences without the permission and involvement of businesses or the media. Customers control the brand and image of the companies they do business with.

This is a little scary, but also exhilarating. For the last two centuries, businesses have been prisoners of media gatekeepers who controlled the channel to the customer. Media was limited and expensive, which meant that messages had to be delivered in 30-second sound bites. Marketers used that precious time to sell because time was so scarce.

Today, the rules have all changed. While marketers can no longer control what customers say about them, they can become welcome participants in these conversations, and they can do it for small money. All they need to do is think like publishers.

The new marketing discipline demands speed, transparency and a willingness to listen. The payoff is vastly better feedback, improved competitive intelligence and innovative customer ideas for new products and services. Marketing organizations today have the



power to enhance their value to the business and pave the way toward a new kind of seller/buyer partnership, one based on shared value and conversation.

Social Media Crash Course

This course (minimum 2.5-hour duration) provides a comprehensive introduction to social media, an overview of technologies and tools, numerous examples of business successes and failures and an overview of standards, norms and behavioral principles for social networks. Topics include:

- Definition and background
- Key terms
- How influence works online
- Monitoring conversations
- Opportunities for businesses
- Developing a content model
- Positioning and voice
- Generating awareness
- Social network concepts
- Mashups
- Online behavioral standards
- Choosing the right tools for your needs

Promoting Through Conversations

In a fragmenting media world, promotion is no longer a matter of money. Using the new breed of social networking tools, individuals and organizations can achieve impressive results by systematically promoting their work through multiple channels. These include a wide variety of social networks and information-sharing services.

Setting up these channels can be time-consuming, but once automated, they form an engine for delivering news and offers to networks of fans and followers.

This course covers the major categories of social network applications in the context of their value as tools for promotion. These include:

- Community sites (such as Facebook)
- Social bookmarking services
- Video- and audio-sharing
- Blogs and micro-blogs
- Multiplayer games
- Widgets
- RSS feeds

Students will learn the unique value of each of these tools and how syndication can magnify the volume of a message. They'll also learn the basics of developing a multichannel promotion strategy. A small-group exercise will present a nonprofit scenario and challenge students to develop the most effective promotional plan.



About Paul Gillin

Paul Gillin is a veteran technology journalist with more than 25 years of editorial experience. Since 2005, he has advised marketers and business executives on strategies to optimize their use of social media and online channels to reach buyers cost-effectively. He is a popular speaker who is known for his ability to simply complex concepts using plain talk, anecdotes and humor.

Paul was previously founding editor-in-chief of TechTarget, one of the most successful new media entities to emerge on the Internet. Prior to that, he was editor-in-chief and executive editor of the technology weekly Computerworld for 15 years.

His critically acclaimed 2007 book, *The New Influencers*, chronicles the changes in markets being driven by the new breed of bloggers and podcasters. Among the more than 100 positive published reviewers of *The New Influencers* were *The Wall Street Journal*, *The San Jose Mercury News* and the BBC. The book was also awarded a silver medal in the business category by *Foreword* magazine.

Paul's latest book, *Secrets of Social Media Marketing*, is a practical guide to implementing the best practices of successful publishers and marketers. His next book, tentatively titled *Reaching Businesses with Social Media*, will be published in late 2010.

In addition to his consulting and speaking, Paul writes a columns for *BtoB* magazine and contributes to many blogs and online publications. His work has appeared in *The New York Times*, *Advertising Age*, *San Jose Mercury News* and many other prominent publications. He also writes the popular NewspaperDeathWatch.com blog, as well as his own blog: paulgillin.com.

Paul is a Research Fellow and a member of the advisory board of the Society for New Communications Research and he co-chairs the social media cluster for the Massachusetts Technology Leadership Council. Married with two children, he lives in Framingham, MA, where he lives and dies by the fortunes of the Boston Red Sox.



Selected Speaking References

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Pricing

My pricing is based upon a unique day-rate model in which clients can mix and match the services they need for up to a full day of presentations, breakouts, small group meetings and one-on-ones. I encourage you to take advantage of this time to arrange additional meetings with customers, employees and company executives.

Standard speaking engagements are priced at \$5,500 for corporate and business events. Nonprofits and associations are entitled to a 50% discount off the standard fee. International presentations require a surcharge based upon travel demands.

Travel costs include coach-class airfare for domestic locations and business-class airfare for international engagements, accommodations in a mid-priced hotel, airport parking and local transportation charges.