

## 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, empathetic and humorous. My presentations combine wit, historical perspective and insight gained from a lifetime of experience with media and technology. I tell stories, share plentiful examples and offer commentary that provokes discussion long after the event has concluded.

Many of my speaking engagements involve explaining and evangelizing social and online media to skeptical business executives. I address their concerns with sympathy, respect and optimism. I am experienced enough to respect the past, yet visionary enough to see opportunity in change.

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.

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My process includes a detailed interview with the organizers several weeks before the presentation. At your option, I submit a draft presentation for comment and revise as necessary to meet your needs. I have extensive experience with business-to-consumer, business-to-business, education and nonprofit audiences. If you don't walk away from my talk energized about the potential of new media, then 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 and was on-stage host for more than 15 multi-day conferences. I interviewed some of the technology industry's top executives on stage, earning a reputation for asking probing questions while skillfully managing interactions between speakers and audience.

I am passionate about technology and media, and I communicate that passion to my audience. Clients often tell me that my presentation is the highlight of their event because it gets attendees buzzing about possibilities.

My references are listed late in this document; however, **I am pleased to provide reference contacts for any of my previous speaking engagements.** That's 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, Turner Broadcasting*

"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 to lead a discussion at our annual meeting made me look like a genius.”

*Linda Young, AIM Global*

“Rave reviews and requests to have you back have flooded my e-mail box.”

*Laurie Lee Dovey, Professional Outdoor Media Association*

"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, 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*

"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, 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*



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# Selected Speaking Engagements

## Recent Keynote Presentations

- Professional Outdoor Media Association, Aug. 8, 2010
- 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

## Past 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 and Training**

- 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 User Conference
- Emerson Electric Worldwide Marketing

## **Colleges and University Lectures**

- Boston University (faculty and students)
- MIT
- University of Washington
- State University of New York
- Emerson College
- Emmanuel College
- University of Massachusetts

## **Recent Speeches/Webcasts**

- Mass. Tech Leadership Council Member Roundtable: Business-to-Business Social Media Marketing – Really! – Apr. 28, 2010
- Newcomm Forum 2010, San Mateo, CA, Apr. 20-23, 2010
- Social Marketing Goes Multiplatform, Awareness Webinar, Apr. 1, 2010
- YouTube, Facebook, Twitter and LinkedIn Day at BMA - BMA Chicago, Apr. 8, 2010
- Customer-Generated Advertising Webinar, Mar. 2, 2010
- Identifying and Engaging with Online Influencers: a NewComm Collaborative Training Course, Feb. 23-24, 2010
- Debunking the Myths about B-to-B Social Media Marketing - PR Week Webcast, Feb 10, 2010
- Moderator, PR for Startups Panel, Launch Camp Boston, Feb. 4, 2010
- The New World of Bottom-Up Marketing - Best Practice Institute Webinar, Jan. 14, 2010
- Customer-Generated Advertising: a PRSA Webinar, Mar. 2, 2010
- 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, Sep. 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



## Recent Speaking Topics

### **Business-to-Business: The Sweet Spot for Social Marketing**

Conventional wisdom says that social marketing isn't appropriate for business customers. Conventional wisdom is wrong. B2B companies were some of the first settlers of the blogosphere and many of the best features of social media channels lend themselves perfectly to the unique nature of B2B interactions. The emerging B2B marketing paradigm is based upon listening, conversation and community. Social media are the best tools for this kind of engagement that have ever been invented.

B2B companies are already using tools like blogs, podcasts, Twitter, video and communities to generate leads, increase sales to existing customers, enable word-of-mouth marketing and even co-create products. This presentation shows how they're doing it, with examples from real B2B innovators that are succeeding today by redefining the buyer-seller relationship.

B2B social marketing initiatives don't get the publicity of flashier consumer campaigns, but they were delivering hard-dollar results long before consumer marketers caught the bug. Learn how you can join the revolution.

This presentation covers:

- How to match tools to the objective;
- How to get internal stakeholders on board;
- How social media can turbo-charge direct marketing and PR;
- Redefining the sales funnel
- How to integrate multiple platforms to multiply message reach;
- How to measure results and calculate ROI.

### **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.



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## **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 shooting for my next project myeness 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

### **Media revolution: how online conversations will reshape markets**

New technology is changing the ways in which businesses and consumers communicate. Traditional marketing channels are being disrupted by Internet-based communities that share knowledge and opinions at high speed without the constraints of conventional media. There are more than 50 million blogs on the Internet and a new blog is added every second. Fifty new podcast programs debut every week, giving ordinary people a global audience. Sophisticated tools are emerging to organize and analyze activity in the blogosphere. These conversations are beginning to influence markets. They'll impact businesses profoundly in the future.

This trend holds promise and peril for businesses. You can learn how new media works and use it to establish new connections to your customers. Or you can be steamrolled by it. Understand the benefits of proactive engagement and the risks of inaction.

### **Influence Inversion: How Online Voices are Reshaping Markets**

When it comes to making decisions, people look to their peers more than any other source for trusted advice. Today they have a vast palette of new online tools to enable those conversations. A new class of opinion leaders has emerged in an electronic free-for-all that has been dubbed "social media." Conversations are happening online and new opinion leaders are emerging, seemingly out of nowhere.

Using blogs, Twitter, digital multimedia and sophisticated personal networking tools, consumers and business professionals are reshaping patterns of influence that have existed for hundreds of years. They spread advice and opinions through the power of search engines and hyperlinks. Their power can be devastating but it can also be invigorating.



Social media is increasingly influencing the work done by mainstream journalists as news is communicated rapidly through peer-to-peer information-sharing. 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.

## **Turbo-Charge Small-Business Marketing With Social Media**

A host of new online tools are now available that small business owners can use to showcase their expertise, find new customers and build their businesses. Blogs, 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 describes a small business professionals can combine multiple social media platforms to achieve reach and impact that far exceeds their size.

## **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.

## **Twitter Demystified**

Why do some Twitter users have 10,000 followers after one year and others only 500? It isn't just the volume of tweets that make someone a Twitter superstar; it's also content, focus and constructive participation in this vast and growing community.

Twitter's endless stream of commentary actually sits atop a sophisticated structure of technology and cultural protocols that dictate how a message can be communicated and amplified. Once you understand how the system works, the service is amazingly powerful. Success on Twitter is a matter of delivering value, interacting constructively with a community and supporting other members. It's also a matter of knowing what behaviors are appropriate in a community that makes up its own rules.

This seminar teaches participants how Twitter works, how to become quickly productive and how to grow influence and derive value from the community. Participants will learn the following:



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- The basic constructs of the Twitter service
- Important terms and concepts
- Do's and don'ts for community engagement
- How to enlist other members to amplify a message
- How to work with a follower base
- How to measure results and adjust strategies
- How to make Twitter a part of your daily routine
- Useful third-party services that complement the Twitter experience

## **Calculating Social Media ROI**

The Internet is the most measurable medium ever invented, yet the lack of broadly accepted metrics continues to handicap business social media initiatives. The problem isn't lack of ROI but rather the immaturity of social marketing. We know that online incentives lead people toward a desired goal, but we are still in the early stages of understanding how to track the actions that lead to a conclusion.

The key is to start with the object and work backwards using metrics that have been broadly agreed upon and tools that reliably measure results. Page views, unique visitors and conversions are just the beginning. Effective ROI metrics incorporate both online and offline criteria. They also take into account the indirect benefits of customer engagement, including:

- Better decision-making;
- Cost avoidance;
- Improved brand equity;
- Improved customer loyalty;
- Perceived differentiation;
- Crisis containment/avoidance.

This presentation looks at the wide variety of metrics that are available to social marketing practitioners in the context of different business scenarios. It also offers advice on how to limit the scope of available measurements to a few that relate directly to agreed-upon business goals. Starting with objectives, we define a disciplined approach to social media measurement and offer case studies of b-to-b and b-to-c organizations that are applying metrics to deliver reliable ROI.



# Biography

Paul Gillin is a writer, speaker and business adviser who specializes in the strategic use of social media. Since 2005, he has written four books and published more than 100 articles about the changes in markets and society being wrought by media democratization. He has also addressed audiences around the world ranging from students to CEOs.

His books include:

- *The New Influencers* (2007), an award-winning analysis of market shifts driven by the growth of blogging and podcasting;
- *Secrets of Social Media Marketing* (2008), a practical guide to social media strategy and tactics for business marketers;
- *Social Marketing to the Business Customer* (2011), a handbook addressing social media applications to business-to-business markets; and
- *The Joy of Geocaching* (2010, co-authored with his wife, Dana), a book of stories and advice about an Internet-enabled global game that inspires remarkable passion among its players.

Paul is a popular keynote speaker and lecturer who has logged more than 200 invited speaking appearances before audiences of as many as 3,000 people. His presentations combine humor, multimedia and plain-talk advice to entertain as well as explain. His clients have included the Walt Disney Co., Turner Broadcasting, M&M Mars, Volvo, Corning, the U.S. Department of Defense, Qualcomm and many others.

In addition to his consulting and speaking, Paul writes regularly for *BtoB* magazine and many blogs and online publications. He is a Senior Research Fellow at the Society for New Communications Research, a member of Procter & Gamble's Digital Advisory Board and co-chair of the social media cluster of the Massachusetts Technology Leadership Council. His personal blog is [paulgillin.com](http://paulgillin.com) and he podcasts with David Strom at [MediaBlather.com](http://MediaBlather.com).

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.

Married with two children, he lives in Framingham, MA, where he lives and dies by the fortunes of the Boston Red Sox.



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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 \$4,500 per day for corporate and business events. Presentations requiring extensive customization may carry additional fees.

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.



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