

## 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*



# Selected Speaking Engagements

## Keynote Presentations

- Executing Social Media conference
- RightNow Technologies User Summit
- 8th Annual Massachusetts Colleges Online Conference on eLearning: Sharing Best Practices
- SugarCON 2012 Keynote Video: Attack of the Customers!
- New England Direct Marketing Association Annual Conference
- 2012 Canadian Marketing Association B2B Conference
- Cognos User Group
- COMMON – an IBM user group (three times)
- International Oracle User Group
- New Communications Forum
- 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

- Biznology webinar: Attack of the Customers: Why Critics Assault Brands Online and How to Avoid Becoming a Victim - April 16, 2013
- Extending the Enterprise Using Social Technologies - Babson Center for Information Management Studies, Apr. 30, 2013
- Social Media Boot Camp for MSP's - IBM Edge2013 MSP Summit, Jun. 11, 2013
- Social for Sales and Business Growth - Social Media Breakfast, Sep. 7, 2012
- Business Marketing Association of Northeast Ohio, Sep. 13, 2012



- 40th Annual AIM/R Conference, Boston, Sept. 21, 2012
- Develop Compelling Content for Each Stage of the Buying Cycle – B2B Forum all-day seminar, Oct. 3, 2012
- How to Kick-Start Your Content Marketing Program - Skywords/IBM Webinar, July 17, 2012
- Search and Social Double Whammy: Integrated Marketing Seminar - May 2, 2012, Burlington, MA
- The CIO and the Social Business Intelligence; A New Set Of Eyes - CIO Solutions Gallery, Columbus, OH, May 16, 2012
- Plain Talk about Social Business - Plastics News Executive Forum 2012, Jan. 29, 2012
- Intranet 2.0: How Social Networks are Delivering on the Failed Promise of Knowledge Management - Babson CIMS, March 28, 2012
- B2B vs. B2C Social Media: Whither the ROI? - Social Media Today
- Seven Online Publishing Tricks You Can Learn From Redbook - MarketingProfs University, Nov. 7, 2011
- Creating a Social Business for B2B Companies - BMA, West Orange, NJ, Nov. 9, 2011
- Direct Marketing with Social Media: It's a Whole New Game - DMA11 Conference & Exhibitions, Oct. 5, 2011
- The Conference Board Council on Corporate Communications Strategy, New York City, Oct. 20, 2011
- Measuring the ROI of Social Media - The CMO Site University, July 28, 2011
- Fisher College of Business Annual CIO Solutions Gallery Showcase - Sep. 7, 2011



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## 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.

### **Flipping the Funnel: How to Use the New Tools of Social Selling**

Sales has always been about relationships, and the social web has changed the rules of engagement. Prospects now seek out each other's advice before making buying decisions. If you aren't part of the discussion, you aren't considered.

Social media is flipping and flattening the sales funnel. Customers now enter the buying process knowing much more about their options than ever before. Companies that have earned their trust through helpful engagement have the advantage

Social networks offer incredible new opportunities to research and qualify prospects, understand their needs and find the sources of information they trust. Today's successful sales professionals are trusted partners to their customers. Socially engaged companies are four times as profitable as disengaged companies, according The Economist.



All it takes is 30 minutes a day. Become part of the conversations that matter to your customers and build trust that shortens the sales cycle and generates repeat business.

Customers now turn to each other first for advice. Can you afford not to be part of those conversations?

## **Media Revolution: How Online Conversations Are Reshaping 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.

## **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.

## **Attack of the Customers; Why Critics Assault Brands Online and How to Avoid Becoming a Victim**

Careful: That Facebook page you set up to promote your business might just become your biggest headache.

Customers who used to suffer frustration in silence have discovered that they now have a voice, and they're taking their opinions to the market through every possible digital channel. Customer attacks on brands via Twitter, blogs, Facebook, Change.org and many other outlets have skyrocketed over the last five years, and the task of protecting brand reputation has become one of the top concerns of corporate executives and marketers.

You no longer have the luxury to think. Attacks can go viral in a few hours, and you have to be prepared to respond in real time. The good news is that angry critics can become raving fans when handled skillfully, and vocal customers can make your business more nimble and efficient. It all starts with changing your attitude.

This presentation teaches:

- How customer attackers use social media to build momentum for their cause;



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- The five most common mistakes businesses make when responding to critics;
- How to prevent the most common attacks.

## **Integrating Social Into The Marketing Mix: E-Mail, Direct And Advertising**

Social media may be the hottest topic in marketing these days, but that doesn't mean traditional marketing isn't still valuable. In fact, social marketing works best when combined with traditional vehicles.

In order to realize the potential of integrated marketing, you need to understand the distinction between messages and conversations. Social media is two-way, while traditional marketing is one-to-many. Today's e-mail, direct and advertising campaigns can increase their impact by inviting customers into conversations that develop relationships that generate leads and repeat business.

That's easy to say, but not so easy to do. In order to realize the value the social media can add, organizations need to commit to conversations and accept honest and direct feedback. They also need to allocate sufficient time and budget to engage on a timely basis.

This presentation looks at several examples of businesses that have effectively integrated social media conversations into their traditional marketing mix and recommends steps companies can take to staff and budget appropriately for the new age of conversation marketing.

## **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:

- 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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