HiCue speakers
Higher Content & Inspiration



DAVID MEERMAN SCOTT

Internationally acclaimed author of ten books, realtime marketing & sales strategies that work

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- The way most companies sell is out of alignment with the way people buy. Be fearless and close the gap with new sales & marketing strategies & tactics
- RealTime rules: speed and agility win not the biggest media budget! Learn low/no-cost ways to build business and get attention
- Stand out, spread ideas, win hearts & minds, drive sales by creating content that gets noticed when people are ready to buy
- Be fearless embrace a RealTime mindset organization-wide. Generate interest and new relationships in minutes not months

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David Meerman Scott is a master of the new rules for growing business, spreading ideas and generating attention in our always on, Web driven world. Advance planning is out speed and agility are IN! Scale and media buying power are no longer a decisive advantage. Instead, RealTime is the mindset and content matters you are what you publish! Those who can be fearless and put away old strategies and tactics in favor of a new way will reap the rewards.

David is an internationally acclaimed sales and marketing/PR strategist whose books and blog are must reads for professionals and organizations seeking to stand out, get noticed and capture hearts and minds for their products, services and ideas. He is author or co-author of ten books (including three international bestsellers) with one million books in print. The New Rules of Marketing & PR, now in its 5th edition with over 350,000 copies sold, is a modern business classic that is available in 29 languages and used as a text in hundreds of universities and business schools worldwide. RealTime Marketing & PR is a Wall Street Journal bestseller while Newsjacking, and The New Rules of Sales and Service have each broken new ground with fresh ideas. David is also co-author of Marketing the Moon (being made into a feature film entitled The Men Who Sold the Moon) and Marketing Lessons from The Grateful Dead.

David's ideas have captured the attention of the most respected firms and organizations all over the world. He is an in-demand keynote speaker on sales and marketing who has appeared in more than 40 countries and on all seven continents. His tailored and high energy presentations are an entertaining and urgent call to action where fresh ideas are punctuated rapid fire with bold images, video and success stories to energize audiences. He inspires them to set old ideas and fear aside and use these new tools and Real Time strategies to achieve real, measurable, no-cost results and seize the initiative, open new channels and grow their brand. David's groundbreaking strategies don't just slap social media onto dusty old strategies they reinvent the way to engage the marketplace. Audiences walk away knowing how to use blogs, YouTube, Facebook, Twitter, Big Data and the strategies like Newsjacking to engage the media, crowd-source product development, increase sales, exert influence, disseminate ideas, build awareness and command premium prices by using speed and immediacy as a strategic weapon.

David Meerman Scott is a lifelong globalist with real world experience and an eye for the bigger marketplace. He moved to Tokyo at age 26 to establish the Japan office of a Wall Street Real Time economic advisory firm. He worked for global Real-Time media companies in Tokyo for seven years and Hong Kong for two. David was Asia marketing director for Knight Ridder in the mid 1990s before moving to the Boston area where he was marketing VP for two publicly traded U.S. companies. Losing his job following the sale of NewsEdge to Thomson Reuters delivered David the gift of reinvention as a strategist advising organizations on the new realities of agile, Real Time business.

In addition to his work as a writer, researcher and international speaker, David is also an advisor to emerging companies who are working to transform their industries by delivering disruptive products and services. Besides delivering success as a member of the board of directors of NewsWatch KK (successfully sold to Yahoo Japan) and Kadient (successfully merged with Sant), and on the board of advisors of Eloqua (successful IPO in mid-2012 and sale to Oracle in early 2013) and GrabCAD (successfully sold to Stratasys in mid 2014), his current portfolio of advisory clients includes HubSpot, where he serves as Marketer in Residence (successful IPO in October 2014), Mynd, RISEcx, Set The Set, Slap-Five, VisibleGains, ExpertFile and GutCheck as well as non-profits including the Grateful Dead Archive at University of California/Santa Cruz and HeadCount.

TEMAS

David tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Marketing
- Sales
- Business Growth
- Business Strategy
- Marketing & PR
- Content Marketing
- Sales Growth
- Social Media

PROGRAMAS

FANOCRACY – TURNING FANS INTO CUSTOMERS AND CUSTOMERS INTO FANS

Why do some brands, even in supposedly mundane categories like car insurance and enterprise software, attract not just customers, or even loyal customers, but passionate fans? These brands have learned to provide the human connection people are now longing for. David Meerman Scott calls it a Fanocracy. Creating fandom isn't just for actors, athletes, musicians, and authors. Fandom can be rocket fuel for any company or organization that chooses to focus on inspiring and nurturing true fans. This presentation is based on David's book Fanocracy and offers inspiring examples of offbeat and mainstream businesses and organizations that have harnessed passion to create fans – both external and internal – to win big. David shows how the act of making business personal may be the most powerful business strategy of all at a time when the technology pendulum has swung too far and everyone is doubling down and sending yet another tweet, yet another YouTube video, yet another LinkedIn connection, leaving us feeling like we're in a world of digital chaos.

"BE FEARLESS: REAL-TIME MARKETING & PR GET RESULTS"

Break out and breakthrough by engaging customers on their own terms. Business is different today. We all know it. It's a scary idea to set aside outdated beliefs and dusty old strategies but those old ways are costing you money. It's time to be fearless. Get over the fear of trying something new, the fear of change, and the fear that it might not work the first time. David Meerman Scott leads the way and outlines fresh, measurable and low and no-cost strategies like Newsjacking to instantly and directly reach your audience. Scott's informative, entertaining and high energy presentations shine a light on the best examples of success from a wide variety of large and small organizations from business to business outfits to rock bands, nonprofits to entrepreneurial growth businesses. He'll energize the audience and show people how to get found at the exact moment buyers are looking. Social media are the tools but it's a Real Time mindset that drives strategy in a world where speed and agility win not the biggest budget. Shift from the controlled and message driven

advertising/PR paradigm and learn to win hearts and minds by creating content that people are eager to consume and share.

FEARLESS SELLING – POWERING SALES IN REAL-TIME

The way most companies sell is not aligned with the way people buy. That's a problem. Buyers are bypassing the traditional selling model altogether. They're learning for themselves about your products/services, your competitors, and what customers say about you (whether true or not!). At the same time, the boundary between the sales and marketing efforts has gotten blurry so blurry it's almost not there. These changes have driven a revolution in how sales and service are done. It's time to stop thinking in the past and get fearless about how to engage customers. Speed is the ultimate competitive weapon and nothing is faster than Real Time. It's natural to fear trying something new or different change is never easy. David Meerman Scott shows how the best salespeople (and sales organiza-tions) have become information curators communicating by delivering the precise information buyers need at just the right time and in just the right way. Real-Time sales and service gains more customers with fewer resources and David offers concrete examples of small and large companies achieving sales success right now.

GOING BEYOND THE KEYNOTE

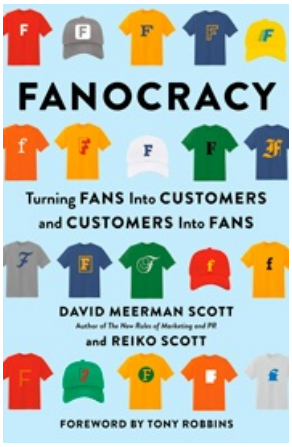
David Meerman Scott is available to deliver sales and marketing workshops which provide a step-by-step framework for building an online sales or marketing strategy and a tactical, actionable plan to reach buyers directly and in Real-Time.

REAL-TIME MINDSHIFT – IN-PERSON TEAM COACHING SESSION

Get your team together and roll up your sleeves! David Meerman Scott comes to your office to coach your team to reimagine ways to reach your audience. Learn to take advantage of new real-time marketing and sales realities. Then set your organization up to exceed your goals by implementing new low cost (and no cost) strategies and tactics in that are proven to grow business.

PUBLICACIONES

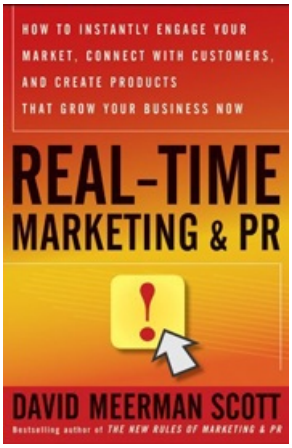
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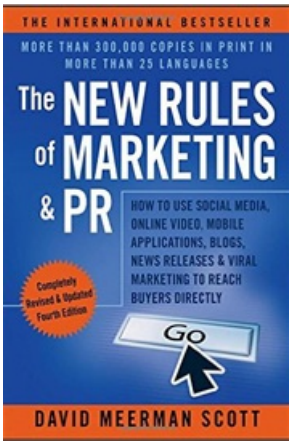
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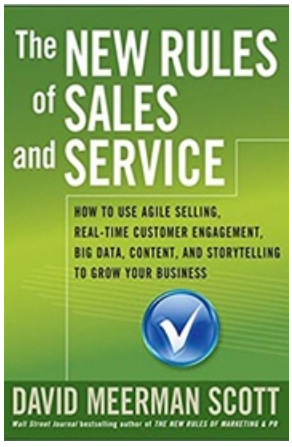
NEWS JACKING



REAL TIME MARKETING AND PR



THE NEW RULES OF MARKETING AND PR



NEW RULES OF SALES AND SERVICE

CONDICIONES

- **Travels from:** Boston, USA
- **Fee Range:** Please Inquire