

DAVID MEERMAN SCOTT

#1 bestselling author of *The New Rules of Marketing & PR*, published in more than 25 languages
author of *Wall Street Journal* bestseller *Real-Time Marketing & PR*



ENTERTAINING

MOTIVATIONAL

CREDIBLE

DYNAMIC

BOLD

PASSIONATE

HUMOROUS

FRESH

PRACTICAL

CAPTIVATING

ENGAGING

ACTIONABLE

ENTHUSIASTIC

ACCESSIBLE

David Meerman Scott is a marketing strategist, keynote speaker, and seminar leader.

His book *The New Rules of Marketing & PR* opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the *BusinessWeek* bestseller list and published in more than 25 languages from Bulgarian to Vietnamese, *New Rules* is now a modern business classic. He is a recovering VP of marketing for two publicly traded technology companies and was also Asia marketing director for Knight-Ridder, at the time one of the world's largest newspaper and electronic information companies. David's popular blog and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers.

He presents keynotes and full-day seminars at tradeshows, conferences, and company events around the world. His audiences have included: Cisco, HP, Microsoft, Powdr Corporation, Ford Motor Company, Century 21, The New York Islanders, NASDAQ Stock Market, Dow Jones, the Government of Ontario, McKesson, U.S. Air Force, McCormick, SAP, Google, Digital River, Hill & Knowlton, Textroo, Jackson Healthcare, Entrepreneurs Organization, Fortune Growth Summit, America Credit Union Conference, Realtors® Conference, and many, many more...

SPEAKING TOPICS

NEW RULES OF MARKETING & PR: How to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly

GROW YOUR BUSINESS NOW: How to instantly engage your market, connect with customers, and create products that grow your business now

BUSINESS LESSONS FROM THE GRATEFUL DEAD: What every business can learn from the most iconic band in history

SPEAKING TOPICS

NEW RULES OF MARKETING & PR The web has profoundly changed the rules. Smart marketers now communicate with buyers through content-rich Web sites, blogs, YouTube videos, e-books, and other online media that buyers actually want to consume and are eager to share. Filled with dozens of case studies and real-world examples, this a practical discussion about the new reality of PR and marketing.

GROW YOUR BUSINESS NOW Size and scale are no longer a decisive advantage. What counts today is speed and agility. While your competitors scramble to adjust, you can seize the initiative, open new channels, and grow your brand. Learn how to how to instantly engage your market, connect with customers in real-time, and create the products and services that grow business right now.

BUSINESS LESSONS FROM THE GRATEFUL DEAD The Grateful Dead broke almost every rule in the music industry book. They encouraged their fans to record shows and trade tapes; they built a mailing list and sold concert tickets directly to fans; and they built their business model on live concerts, not album sales. Learn key innovations from the Dead's approach you can apply to your business. Find out how to make your fans equal partners in your journey, "lose control" to win, create passionate loyalty, and experience the kind of marketing gains that will not fade away.

CLIENTS SAY:

"Ranked number 3 in overall satisfaction among 224 presenters at the Microsoft Worldwide Partner Conference 2010. Very impressive. Thank you for delivering a session that our partners felt was very valuable. I look forward to working with you next year."

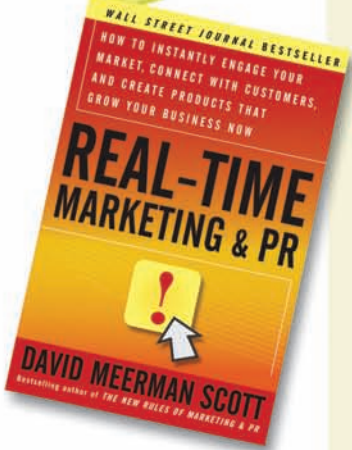
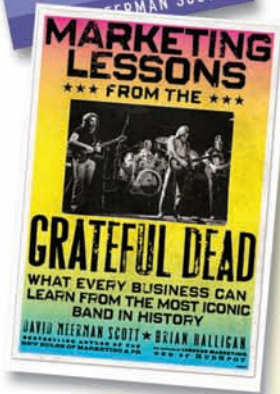
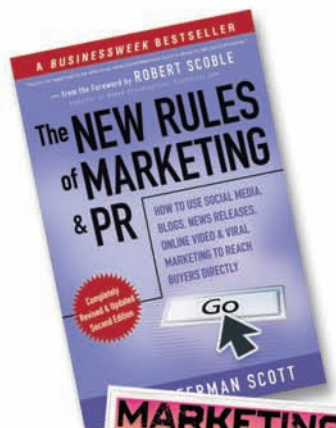
Susan Sibert, Senior Partner Skills Development Manager, Microsoft

"David delivers! That's why we've invited him back to speak to "ENGAGE!," the Business Marketing Association's 2010 national conference June 2-4 in Chicago. As one of 12 keynoters, David kicked off our 2009 "UNlearn" conference and mesmerized 450 business marketers from 27 states, earning the #1 speaker rating in our post-conference survey from among 55 keynoters and panelists in all, no small feat when you consider the many top marketers and authors who graced our podium."

Gary Slack, BMA Chairman, Business Marketing Association

"The highest rated presenter at our *Fortune Small Business* magazine "Sales and Marketing Summit" – in front of hundreds of our nation's top mid-market CEOs and executives – David cut through the jargon and provided a practical and example-filled presentation on how executives can actually utilize the Web 2.0 revolution to drive business to their companies."

Verne Harnish, CEO, Gazelles Inc., Fortune Conference Group



To book David for your next event, contact:

