

# Awaken Your Audience

*"We're going to try to bring in some more chairs. Obviously, we didn't expect quite this big a turnout..." - MarketingProfs conference before a session*

## Why Bring Me To Your Next Event?

*Travel budgets are tighter than ever. Conference organizers and event planners are being asked to deliver more value to their audiences than ever before. Big picture talks and big ideas are nice, but what really energizes a crowd, what really awakens them is when they leave the room saying, "I can't wait to try that out as soon as I get back!"*

**That's where I can help you most!** When I'm done with your audience, they'll walk away with brains full of practical, pragmatic, immediately usable advice, ideas, and information.

In turn, your event will leave a lasting impression on attendees, powering great word of mouth and helping **make your event a part of everyone's short list of must-go shows.** Companies that implement the ideas and skill-building techniques I share at your event will keep coming back to your event for more, year after year.

Let me help turn your next event into an incredibly valuable, energizing experience for your audience.

**Let me help you awaken your audience!**

**Request my help at:**

<http://www.christopherspenn.com/public-speaking/>

## Audience Accolades

*"Chris will melt your brain. It's just that simple. He understands how online marketing works but more importantly he knows how to make it work for you. Smart, clear and insightful." - Mitch Joel, President, Twist Image*

*"I am consistently impressed with Christopher's grasp of online marketing trends... he has a very solid grasp on effective interactive marketing techniques and is able to bring the uber-techie talk right down to the ground level." - Scott Monty, Global Digital Communications Manager, Ford Motor Company*

*"If you wanted top quality delivery, professional production, and something that would sell FOR you, I'd hire Chris in an instant. He's professional, reliable, a leader, and very personable." - Chris Brogan, President, New Marketing Labs*

*"Chris Penn is one of the communications trend-setting social networking gurus of our time. He not only gets it, he deploys it, preaches and teaches it." - Cynthia deLorenzi, CEO, Success in the City*

# Christopher S. Penn Speaking Profile

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## Christopher S. Penn Speaker Biography

Christopher S. Penn has spoken before diverse audiences ranging from executives of major venture capital firms, to multiple state and federal agencies, to aspiring college students looking to make their mark on the world. Each of his talks is tailored to the audience's needs and level of understanding, with a focus on **giving audiences down to earth understanding of new media and practical tools & advice they can use immediately.**



Mr. Penn has been featured as a recognized authority in many books, publications such as the Wall Street Journal, Washington Post, New York Times, BusinessWeek and US News & World Report, and television networks such as PBS, CNN, CNBC, and ABC News for his leadership in new media and marketing. He has been called upon for expert information by researchers for the Congressional Advisory Committee on Student Financial Aid, the Federal Bureau of Investigation, the US Department of Health and Human Services, and many other state and federal agencies.

Mr. Penn is Vice President of Strategy and Innovation at Blue Sky Factory, an email marketing company based in Baltimore, as well as co-founder of the groundbreaking PodCamp New Media Community Conference, and co-host of the Marketing Over Coffee marketing podcast. He is an adjunct professor of Internet marketing and the lead subject matter expert and professor of Advanced Social Media at the University of San Francisco.

Mr. Penn holds a Bachelor's degree in Political Science from Franklin & Marshall College and a Master's degree in Information Systems from Boston University's School of Management.

See speaking examples at: <http://www.christopherspenn.com/public-speaking/>

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## **Need some last minute help?**

One of the worst experiences a conference organizer or event planner can have is with a speaker that cancels at the very last minute. Things happen, unforeseen events occur, and it can feel like you're powerless to do anything about it, can't it?



### **Let me help you fix this problem!**

As an experienced speaker and practitioner of new media, I can quickly adapt the techniques, ideas, and skills to nearly any industry, event, or focus. If you've got an event in the greater Boston or New York City area (a few hours' drive from Boston) that you absolutely, positive need an experienced professional speaker for at the last minute, drop me a line.

With just 24 hours' notice and the appropriate arrangements, I'll be helping awaken your audience to the possibilities of new media as it applies to your industry as though I'd been on your conference agenda for months. Your audience will come away from your event energized and excited, eager to try out their newfound knowledge.

**Contact me for last minute conference help at:**

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