



trustinsights

Speaking Kit for Christopher S. Penn
Co-Founder, Trust Insights

Welcome and Introduction

Thank you for considering me for your event!

I'm excited to work together to help elevate your event to your audience, in a day and age when attention is the most scarce commodity in the world.

My goal is to help your event succeed. In this kit, you'll learn what we can share together with your audience to make your event the most talked-about event possible. With a wide range of platforms from social media to web content to podcasts, we'll assemble the right mix of media and methods to deliver maximum impact.

If you have questions at any time, please contact me at:

cspenn@trustinsights.ai

Thank you,

Christopher S. Penn



Headshot and Approved Biography

Christopher S. Penn is an authority on analytics, digital marketing, and marketing technology. A recognized thought leader, best-selling author, and keynote speaker, he has shaped four key fields in the marketing industry: Google Analytics adoption, data-driven marketing and PR, modern email marketing, and artificial intelligence/machine learning in marketing. As Chief Data Scientist of Trust Insights, he is responsible for the creation of products and services, creation and maintenance of all code and intellectual property, technology and marketing strategy, brand awareness, and research & development.

Mr. Penn is a 2019 IBM Champion in IBM Analytics, a Brand24 Top 100 Digital Marketer, co-founder of the groundbreaking PodCamp Conference, and co-host of the Marketing Over Coffee marketing podcast. Prior to cofounding Trust Insights, he built the marketing for a series of startups with a 100% successful exit rate in the financial services, SaaS software, and public relations industries.

Mr. Penn is an IBM [Watson Machine Learning Certified Professional](#), a Google Analytics Certified Professional, a Google Ads Certified Professional, a Google Digital Sales Certified Professional, and a Hubspot Inbound Certified Professional. He is the author of over two dozen marketing books including bestsellers such as [AI for Marketers: A Primer and Introduction](#), [Marketing White Belt: Basics for the Digital Marketer](#), [Marketing Red Belt: Connecting With Your Creative Mind](#), and [Marketing Blue Belt: From Data Zero to Marketing Hero](#), and [Leading Innovation](#).



Past Conferences and Events



Speaking Testimonials



Matthew T. Grant

@MattTGrant

Replying to @TUSK81

This talk by @cspenn is why I come to this conference. A million new things to think about. #MPB2B



Kenneth Kinney @KennethKinney · Sep 18

@cspenn delivers another amazing session at #MarTechConf on real world applications using AI. He says that #marketers aren't using enough data today....and I agree. #MarTechEast



Liz Nemeth Sartain

@LizSartain

@cspenn blows minds again in this morning's #mpb2b session on #PredictiveAnalytics

See all testimonials at:

<https://twitter.com/cspenn/timelines/401010818856136704>



Anand Thaker @AnandThaker · Sep 18

One and only @cspenn opens the black-box of #AI in #Marketing and delivers insights and actionable steps to a standing room only crowd.



Chris Requena @CERequena · May 15

Awesome talk by author Chris Penn @cspenn from @TrustInsights on how #AI is changing #marketing at @NEDMA #NEDMAconference at #Bentley @BentleyU!



Bob Burg @BobBurg · Jan 12

Agree! And he makes a great keynote speaker at conference! RT @ChipGriffin: My friend @cspenn shares videos all the time that are a free masterclass in digital marketing. Check it out!



Tod Cordill @todcordill · Sep 5

Congrats. :). I agree, @cspenn's #CMWorld presentation did a great job explaining the WHAT #AI can do for marketers, WHY they should do it, and touched on HOW to get started.



Lee Odden @leeodden · Sep 5

I am happy to make an appearance in @cspenn's analysis of social content being created during #CMWorld :)

His session on Artificial Intelligence and Marketing was a great primer for marketers at all levels of AI savvy. I loved the bit on predictive search topics forecasting.

Current Topics and Talks

- **How AI Will Change Marketing Forever:** this talk awakens audiences to the tremendous power of AI and how it's being applied today in marketing.
- **Predictive Analytics for Marketers:** this talk focuses on the technology of predictive analytics and its ability to help marketers see into the future with machine-learning forecasting.
- **Attribution Analysis for Marketers:** this talk educates marketers and business executives about how to do modern-day attribution analysis to determine what's working.
- **Building a Data-Driven Buyer's Journey:** this talk walks business leaders through the process of becoming data-driven and construction a buyer's journey for digital marketing.
- **Data-Driven Storytelling:** this talk teaches marketers and business leaders why dashboards are important, what best practices to use, and how to build effective dashboards and reports.
- **The Analytics of Influence:** this talk steps through the power of influencer marketing and analytics solutions for proving the value and impact of influencers.

Watch recent talks at:

<http://www.christopherspenn.com/speakingvideos>

Reach and Awareness Metrics



97,400



1,800



29,200 1st
degree



2,376



41,000 Weekly



35,000 Weekly



25,000 UMV



907

What's Included in Speaking Fees

- **Unique, custom data: every full-fee keynote incorporates unique data, personally researched and analyzed by me for your industry that guarantees insights you can't find anywhere else.**
- "Stay for the Day" - I'll be available for the entire day that I speak, to answer questions from attendees
- Social media promotion of the event on a cadence TBD
- Inclusion in my weekly email newsletter (41,000 readers) once booking is confirmed
- Promotional video clip for the event encouraging attendees to attend, posted on my YouTube channel and my LinkedIn account
- Travel the day before to make sure no snafus occur and available for rehearsals and sound checks well in advance

Speaking Fees

	5-250 attendees	251-1,000 attendees	1,000+ attendees
\$5 - \$250 ticket	\$10,000	\$12,000	\$14,000
\$251 - \$1,000 ticket	\$15,000	\$18,000	\$21,000
\$1,001 - \$2,000 ticket	\$20,000	\$24,000	\$28,000
\$2,001+ ticket	\$25,000	\$30,000	\$35,000

All speaking requires 50% non-refundable deposit.
501(c)(3) certified non-profits receive 50% discount on speaking fees.

Travel and Expenses

- Within 3-hour direct flight of Boston: \$2,500 flat fee
- Within continental USA: \$5,000 flat fee
- International within 8-hour flight: \$10,000 flat fee
- International otherwise: \$18,000 flat fee



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