



# BRIAN FANZO

## DIGITAL FUTURIST

## KEYNOTE SPEAKER

MEDIA KIT

[WWW.BRIANFANZO.COM](http://WWW.BRIANFANZO.COM)



**Brian was awarded:**  
**Top 20 Digital  
Transformation Influencer**

**Top 50 Most-Mentioned  
User by CMOs on Twitter**

**Top 25 Social Business  
Leader of the Future by The  
Economist.**

## about Brian Fanzo

Brian Fanzo is a digital futurist keynote speaker who translates the trends of tomorrow to inspire change today. His customized programs showcase real-world stories of forward-thinking people and businesses. He teaches companies of all sizes how to leverage technology in real time in order to engage their customers.

Brian has a gift for bringing people together online and offline. He has worked in 76 countries, highlighting his passion for change, collaboration, and technology. Prior to speaking, he worked at the Department of Defense where he a

managed a global team who deployed collaboration and cybersecurity solutions across all branches of the military – which required him to maintain the highest civilian security clearance. He then pursued his dream job as a technology evangelist for a booming cloud-computing startup, helping companies embrace the rate of change and new ways to innovate. Brian is currently the Founder of iSocialFanz, which has helped launch digital and influencer strategies with the world's most iconic brands like Dell, EMC, Adobe, IBM, UFC, Applebee's, and SAP. Brian has launched over 3.5K+ live streams, hosted 8 podcasts, advises on NFT projects, and helps businesses prepare for Web3 technology.

# MOST POPULAR KEYNOTE PROGRAMS



## BRANDS THAT LOVE WORKING WITH BRIAN



## BOOK BRIAN FOR YOUR NEXT EVENT:

[SPEAKER@BRIANFANZO.COM](mailto:SPEAKER@BRIANFANZO.COM)

Headshots and Additional Resources can be found at:  
[www.brianfanzo.com/event-professionals/](http://www.brianfanzo.com/event-professionals/)





KEYNOTE PROGRAM  
BRIAN FANZO

# **FUTURE- READY YOUR BUSINESS**

**THE FUTURE OF AN  
INNOVATIVE  
WORKFORCE**





# **FUTURE-READY YOUR BUSINESS**

## **The Future of an Innovative Workforce**

Brian was the first government contractor to brief the Joint Chiefs of Staff at the Pentagon without wearing a suit and tie. His presentation (on recruiting government employees) sparked a conversation around the importance of empowering people for success. He paved the way for positive change in one of the toughest, and most regulated environments.

Everyone gets excited about new trends and technologies, but successful adoption of new ideas requires a culture that enables and supports change.

### **IN THIS PROGRAM AUDIENCE WILL TAKE AWAY:**

- An understanding of today's digitally native consumer behaviors.
- The mindset required to integrate and leverage emotional intelligence in today's business.
- Examples where technologies such as artificial intelligence, augmented reality, virtual reality and deep learning are being leveraged to provide personalized virtual experiences.
- The 3 T's required to humanize and personalize our business while leveraging technology and social media.
- A gameplan to utilize emotional storytelling while leveraging the dynamic innovations of tomorrow.





KEYNOTE PROGRAM  
BRIAN FANZO

# SHRINK THE DISTANCE

PREPARING FOR  
A WEB3 FUTURE





# SHRINK THE DISTANCE

## PREPARING FOR A WEB3 FUTURE

Technology should bring people together, not push them apart. In this program, Brian teaches how to leverage new technology such as blockchain, Web3, and NFTs in order to achieve better business results. (Spoiler alert... his advice might surprise you!)

A foundation of any blockchain technology is transparency, and provides innovative tool your business can use to build trust with your community and set an innovative course for the future of your business.

### IN THIS PROGRAM AUDIENCE WILL TAKE AWAY:

- The process for evaluating the need for new technology in your business
- Blockchain trends such as NFTs that will impact your industry and your customers
- How to increase transparency and trust using technology, not distract from it





**PRESS The DAMN  
BUTTON** 

**KEYNOTE PROGRAM  
BRIAN FANZO**

# **PRESS THE DAMN BUTTON**

**THE FUTURE OF  
FIRST IMPRESSIONS**

# **PRESS THE DAMN BUTTON**

## **The Future of First Impressions**

In today's digitally noisy world, people crave an emotional connection to the brands with which they do business. The increased rate of change and the speed of innovation make it harder to stand out to today's hyper-connected consumers.

In order to capture the attention of more customers, make more sales, and increase awareness for your products and services, you must first tell your authentic story.

### **IN THIS PROGRAM AUDIENCE WILL TAKE AWAY:**

- The importance of sharing their story to create trust, awareness, and connection
- How to identify and share what makes them unique
- How to remove the barriers of needing to be perfect
- How to create meaningful connections with customers and colleagues
- The principle of Test, Tweak, & Repeat







 **ThinkLikeaFan**

KEYNOTE  
PROGRAM BRIAN  
FANZO

# THINK LIKE A FAN

THE FUTURE OF  
MARKETING IS  
RELATABILITY





# **THINK LIKE A FAN:**

## **The Future of Marketing is Relatability**

Your marketing success isn't determined by your brand - it's determined by your loyal customers. The future of marketing is relatability, and your ability to relate to customers today will focus heavily on empowering your community and telling your brand story through authenticity, transparency, and trust.

In order to reach your customers in the ways and places they prefer, you must create marketing from their perspective.

In this keynote program, Brian will educate attendees on the changing landscape of today's consumers, inspire you to change your perspective, teach how every brand can empower its fans, and motivate you to THINK LIKE A FAN.

### **IN THIS PROGRAM AUDIENCE WILL TAKE AWAY:**

- Identify who your customers are – and how and where they want to receive information
- Change your marketing from talking AT your customers to talking WITH them
- Turn customers into fans and fans into influencers
- A content plan to empower user-generated content, influencer marketing, and employee advocacy

# WHAT ARE EVENT PLANNERS SAYING ABOUT BRIAN?



*"Working with Brian was such a pleasure!"*

**Elissa Stalk, Event Manager ~ G3 Communications**

*"I would have him back to speak at one of our events in a heartbeat!"*

**Claire Stevens, Event Manager ~ Kerwin Rae K2 Mastermind**

*"It's great to find a young, up and coming speaker to keynote"*

**Kathy Divis, ~ Healthcare Internet Conference**

*"Brian is the most badass, best virtual keynote speaker, presenter, live streaming influencer I've worked with!"*

**Lindsay Fultz ~ SVP of Whalr**

*"Brian's keynote was rated in the top and the feedback was fantastic!... My highest recommendation"*

**Martin Brems, Founder ~ Digital Odense**

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