

BE GOOD  
TO PEOPLE.

2019 KEYNOTE PROGRAM  
BRIAN FANZO

# DIGITAL EMPATHY

THE FUTURE OF CUSTOMER  
EXPERIENCE IS EMOTIONAL  
CONNECTIONS EXPERIENCED  
DIGITALLY

# Digital Empathy: The future of customer experience is emotional connections experienced digitally

In this inspirational keynote, Brian leverages psychology with technology - resulting in new strategies for creating powerful connections and better customer experiences online.

Today's organizations must understand the importance of emotion, connection, and relatability through storytelling as they innovate and scale new technology.

Brian will walk through strategies and innovations being used today [and will be used in the future] to convey raw emotion and immersive storytelling - enabling businesses to truly reach out and touch their consumers virtually.

Audiences will learn:

- An understanding of today's digitally-native consumer behaviors and the mindset required to integrate and leverage emotional intelligence in today's business
- Examples and scenarios where technologies such as artificial intelligence, augmented reality, virtual reality, and deep learning are being leveraged to provide personalized, virtual experiences
- A game plan to study and track emotional storytelling, while inspiring a strategy that will leverage the dynamic, virtual emotions available via the innovations of tomorrow

## What are event planners saying about this keynote program?

"Working with Brian was such a pleasure! I have worked with countless keynote speakers who stress how big and important they are, presenting ego first instead of showing interest in our event.

Working with Brian was such a breath of fresh air! Brian wanted to learn everything he could about our event to ensure we were a match. He then altered his content to ensure it was the right fit for our niche audience. Even if our attendees have seen Brian talk at other events, this presentation was specific to our event and therefore provided additional value to anyone repeat audience members.

Everything from before the event, to onsite, and even the follow-up was seamless and easy with Brian! He was always on time, brought his own equipment, and made time to chat with any attendees who wanted to meet him after his session.

We can't wait to work with Brian again!"

Claire Stevens  
K2 Mastermind



To bring Brian to your next event, please call  
Brian's speaker agent  
Jennifer Lier at 818-742-9231

Other 2019 Keynote Programs Include:

Think Like A Fan, Press The Damn Button and Future Proof Your Business.

Learn more at [www.brianfanzo.com/keynotes](http://www.brianfanzo.com/keynotes)