

2019 KEYNOTE PROGRAM
BRIAN FANZO

FUTURE-PROOF YOUR BUSINESS:

EMBRACING DIGITAL CHANGE,
COLLABORATION, AND
COMMUNITY

Future-Proof Your Business: Embracing Digital Change, Collaboration, and Community

How to understand customer behaviors today, while preparing for customer behaviors tomorrow

In this program, Brian bridges the gaps between generations in the workplace and creates a deeper understanding of today's consumers and how they like to receive information.

- How to capture the attention of your customers and maintain it
- Millennials make up over 50% of today's workforce. Creating personas in
- marketing around those born during certain years can be valuable, but with a multi-generational workforce it's essential to understand that a millennial mindset is not restricted to employees of a certain age.
- It's not about the year you were born; it's your willingness to embrace change, collaboration, and community
- Collaboration isn't about everyone having a task. Successful collaboration enables everyone to focus on what they do the best. Not every employee needs to be a social employee but every employee plays an important role in a brand's storytelling efforts.
- Digital and social business tools enable scale, management, and reporting. Too often, however, tools are thrown at people's problems. Your marketing goal should be to address human needs before technology.

What are event planners saying about this keynote program?

"We were able to squeeze in an all day session at Dex Media. Brian did an absolutely phenomenal job coaching and strategizing with our Leadership Teams. He was able to help them learn the techniques and skills needed to bridge the gap between Millennials and Baby Boomers.

In the afternoon, he gave, not one, but two incredible talks on Digital Storytelling and how Millennials can use social media to benefit businesses – such as those we support at Dex Media.

We were absolutely thrilled to have Brian present at our company. He was professional, transparent, and patient with us, and we highly recommend him to others. His knowledge on connecting generations is simply unprecedented!"

Nicole Wight,
Dex Media



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

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