

“Nick Westergaard is smart, funny, knowledgeable, and engaging – the perfect storm for speakers.”

— Jay Baer, *Convince & Convert*, Author of *Youility*



Nick Westergaard has been called one of the “most jaw-dropping marketing speakers.” With a background in improvisational comedy and psychology, Nick is a dynamic speaker who has spoken at conferences and corporate events throughout the world. His style balances thought-provoking insights and practical tips on branding and digital marketing with a humorous delivery that keeps the audience engaged and entertained. Popular keynotes include:

- ▶ **Get Scrappy: Smarter Digital Marketing for Business Big and Small** — When it comes to marketing, it’s the best of times and the worst of times. New media allows us to reach more people, build personal relationships, and deliver real value to our customers. However, budgets are tighter than ever and we’re constantly distracted by all of the shiny new things coming at us. The answer? Get scrappy. During this myth-busting and actionable talk you’ll discover how getting scrappy can help you put your brains before your budget and simplify your marketing in today’s complex world.
- ▶ **What’s Next? The Future of Digital Marketing and What You Can Do to Be Ready** — With over a billion users on Facebook and half of U.S. teens creating and consuming content on Snapchat, it’s safe to say that social media and new forms of content continue to dominate our marketing. As new networks emerge and existing platforms add even more features, it’s easy to get overwhelmed by all of these rapid shifts. This insightful and engaging keynote takes a look at seven digital marketing trends that need to be on your radar, what they mean, and what you can do to be ready for them.
- ▶ **Brand Now: How Today’s Digital Dynamics Can Help You Build a Better Brand** — With social networks like Facebook, Twitter, and Instagram forever disrupting the way we do business, do traditional constructs like “branding” still

matter? You may be surprised but because of the opportunities created by new media and disruptive technology, strong brands with something to say matter now more than ever. This talk reviews and recasts the role of brands in today's digital age and provides a framework for building a solid brand, telling your story, and engaging your brand ambassadors.

- ▶ **Time, Talent, & Terror: Overcoming Internal Obstacles to Social Media** — I don't want my employees on Facebook all day ... We don't have the right staff for social media ... If we're on social media then people will say bad things about us!!! Sound familiar? This practical talk introduces you to the "3 Ts" that threaten social media adoption — time, talent, and terror — and provides strategies for overcoming each of them at your organization.
- ▶ **Listen Up: Build Your Podcasting Brand, Grow Your Audience** — As podcast listenership continues to grow, marketers at organizations of all shapes and sizes are beginning to take notice. With users listening anytime and anywhere, podcasting is a powerful way to build your brand and reach new audiences. This keynote reviews the latest podcasting trends and helps you develop a podcast that aligns with your brand promise and engages your audience.

WHAT OTHERS ARE SAYING

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"Nick set the tone of the conference by providing valuable insights on the 'Future of Social' in a humorous manner. The audience was captivated and the thunderous applause at the end only confirmed the fantastic job he did."

— Keith Jenkins, Organizer of the Social Travel Summit

"Nick's presentation was relevant, interesting, and educational without being lecture-like. All with a sense of humor and approachable style. I'd easily book him again."

— Jennifer Kramer Williams, American Advertising Federation (AAF)

NEXT STEPS

To place a date hold, check rates, or to receive a customized speaking proposal, contact us now. If you need bios or photos of Nick for your event, you can access them at our media center at branddrivendigital.com/media.