

PHIL P ALLEN

KEYNOTE SPEAKER

ABOUT

Phil deconstructs digital marketing and social media to empower leaders, corporations, employees, and entrepreneurs. He's a motivational burst of energy that'll challenge audiences to be better than ever before.

Phil's insights have been featured in media outlets around the world, including CNN, Access Hollywood, Entertainment Tonight, and The Daily Mail, to name a few. Phil has worked with hundreds of brands across all industries, including a Shark on Shark Tank, a Nobel Peace Prize winner, politicians, and some of the most important names in entertainment. He frequently speaks at conferences in cities all over the globe, including London, Tokyo, Dubai, São Paulo, Medellín, Auckland, Helsinki, and Los Angeles.

TOPICS

Branding Your Leadership: How to Properly Position Your Leaders for Social Media Success

When we think of exceptional companies, it's often exceptional leaders that come to mind. In this talk, brand strategist Phil Pallen teaches your organization how to properly position the leaders in your company for the spotlight. From figuring out your positioning statement ("What makes your perspective different from others?") to posting on social media, your leaders will be invigorated to represent your company in an effective way.

By the end of the talk, your company will have a refreshed perspective on the expectations of leaders in today's digital marketing landscape. Leaders will have a pathway to get in the public eye effectively—starting right away.

Employees Only: Improve Your Company's Online Marketing through Employee Advocacy

When most company executives think of employees on social media, they're overwhelmed with dread. Brand strategist Phil Pallen is here to flip that idea on its head and prove to you that, with the right tools, your employees' social media accounts can become your company's competitive advantage.

By the end of this talk, you'll understand that social media is an inevitable and fruitful part of social media marketing that shouldn't be feared. Your employees can become your biggest advocates and ultimately help bring personality and humanity to your company's online presence, and ultimately reinvigorate your digital marketing presence.

“If your social media strategy feels like taking out the trash, it *probably* is.”

—PHIL P ALLEN

