

Andy Sernovitz's Keynote: Logistics and Promotion

Andy Sernovitz's Word of Mouth Marketing: How Smart Companies Get People Talking

Andy Sernovitz's Keynote at Your Event

**Copy and Tips to Maximize Your Impact and Audience
and
Important Logistics Notes**

Logistics -- Important Production Notes and Needs

Recordings and Photography

- You may not film or record this talk without specific written permission.
- Photography is allowed if Andy receives a copy of all photos.
- Tweeting and blogging is welcome.

On-Stage Needs

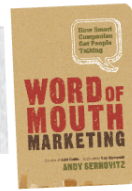
- Lavalier microphone. Wireless strongly preferred. Hand-held or podium mics will not work. Andy moves around a lot.
- Low table for notes and drink on stage. No podium.
- Water and coffee w/cream.
- A place to set Andy's laptop where he can see it from the stage.

AV Requirements:

- Connection for Andy's laptop. He uses a Mac and will bring all standard adapters.
- The slides cannot be projected from your computer without specific prior agreement.
- Andy does not use audio or video during his presentation.
- No internet connection is needed.
- ***Any other AV arrangements require specific advance written agreement.***

Payment

Payment for speaking fees, expenses, and book purchases are due prior to the presentation.



Promotion -- How to Attract The Best Audience

Proper Use of Name and Title

Andy Sernovitz

Author, *Word of Mouth Marketing: How Smart Companies Get People Talking*

You may also add:

- CEO of WordofMouth.org
- CEO of SocialMedia.org
- CEO of WordofMouth.org and SocialMedia.org

Do not use any other credentials, company, or title. References to the Word of Mouth Marketing Association (WOMMA) are specifically not allowed.

Photos

Download current hi-res and lo-res photos of Andy and the book at <http://wordofmouthbook.com/andy>

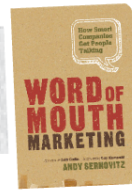
General Tips

Authors attract audiences. Promote the book more than the person. Feature Andy as an author, not as CEO of any of his companies. (Definitely don't advertise him as a "consultant" or "association executive" -- zzzzz!)

Standard Bio

(Custom versions available with different focus and length. Just ask.)

Andy Sernovitz is the author of "Word of Mouth Marketing: How Smart Companies Get People Talking" and the fantastic blog "Damn, I Wish I'd Thought of That!" He runs WordofMouth.org, where marketers and entrepreneurs learn to be great at word of mouth marketing and SocialMedia.org, the community for social media leaders at the world's greatest brands. He taught word of mouth marketing at Northwestern and internet entrepreneurship at Wharton.



Promotional Copy / About the Keynote

(Custom versions available with different focus and length. Just ask.)

Word of Mouth Marketing in 5 Simple Steps

Andy Sernovitz

Author, *Word of Mouth Marketing: How Smart Companies Get People Talking*

Short version:

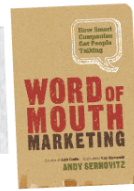
You'll learn how to build an effective word of mouth marketing campaign that you can use to get people talking. We're going to get specific here: Where to start and how to make it successful. Learn practical, how-to steps you can use the very next day.

Full version:

You want more people to talk about you -- but how do you create a word of mouth marketing campaign? In this popular talk you'll learn how to energize your fans and generate positive word of mouth about your brand.

We're going to get specific here: Where to start, what to do, and how to make it successful. Guess what? It's common-sense stuff that you can use the next day without a big budget. You'll learn how to:

- Find the right people to talk about you (influencers and evangelists)
- Give them something to talk about (viral content and buzz)
- Create tools to make it easier for them to spread the word (social media and offline)
- Participate in the conversation
- Track and measure the results



Promotional Copy / About the Book

(Custom versions available with different focus and length. Just ask.)

Short version:

Word of Mouth Marketing: How Smart Companies Get People Talking

by Andy Sernovitz

Master word of mouth marketing with this fun, practical, hands-on guide. Learn how the most profitable companies get their best customers for free through the power of word of mouth. Understand how easy it is to work with social media, viral marketing, evangelists, and buzz.

Full version:

Word of Mouth Marketing: How Smart Companies Get People Talking

by Andy Sernovitz

Foreword by Seth Godin, Afterword by Guy Kawasaki

Master word of mouth marketing with this fun, practical, hands-on guide.

With straightforward advice and humor, word of mouth expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth.

Learn the five essential steps that make word of mouth work and everything you need to get started. Understand how easy it is to work with social media, viral marketing, evangelists, and buzz. Start using simple techniques that start conversations:

- 3 Reasons People Talk About You
- 4 Rules of Word of Mouth Marketing
- 5 Ts of Word of Mouth Marketing
- 6 Big Ideas: Deep Stuff That Changes Marketing Forever

Find out what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner -- and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion -- and why some multi-million-dollar advertising campaigns fail to get noticed.

Open your eyes to a new way of doing business: Honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends.