

Andy Sernovitz

Keynote Speaker

Author, *Word of Mouth Marketing: How Smart Companies Get People Talking*
CEO, SocialMedia.org and WordofMouth.org

People say it was the best session they've attended in years.

Sheri Jacobs
Association Forum

The best speaker we've ever hired. Andy can single-handedly make an event. He's one of the most provocative and entertaining speakers you will ever come across.

Scott Olrich
Responsys

Andy hit it out of the park. Exactly what we needed.

Chris Swonger,
Beam Global Spirits & Wine

Andy provides inspirational and actionable marketing advice for our community. We've had him back 3 times and his classes always fill up!

Sharon Guldner
eBay

Andy's seminar with our executives was engaging, entertaining, and abundantly actionable... an excellent event for our results-driven organization.

John Bancroft
VF Corporation

Andy is the first person you need to see if you want to learn about word of mouth.

Peter Kim
Forrester

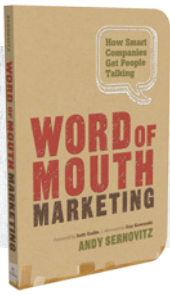
Andy speaks with a vision, passion, and commitment that is rarely seen.

Rick Murray
Edelman

Not pie in the sky talk. Definitely things we can implement, and quickly.

Kristen Colbert
American Lawyer Media





Word of mouth marketing is a hot topic for any event



Everyone wants more fans, customers, and buzz for their business and ideas, and word of mouth marketing is how they get it. Even better, it includes the red-hot theme of social media, which always fills the room.

Andy the speaker who will WOW your audience. He's made hundreds of speeches, from giant convention keynotes to private small-team seminars.

A fantastic keynote

Everywhere he speaks, Andy's session is usually the most popular and the best attended. Andy has presented more than 200 keynotes for companies including Dell, Kraft, Microsoft, eBay, Jim Beam, and many associations and conventions. Many groups bring him back again and again for encore presentations.

Andy's entertaining anecdotes, solid information, and non-cheesy speaking style will leave your group energized, educated, and enthusiastic about the exciting times ahead. He's funny, relevant, and inspiring.

Andy is all about earning word of mouth — and guarantees that people will be talking about your great decision to choose him for your fantastic event.

Exactly what you're looking for

Every presentation is customized for you after detailed conversations with your team. Andy will help you put together a practical, focused keynote that your participants know is all about them. He's skilled at linking the big picture to your immediate needs. Keynotes can be combined with small-group workshops, breakouts, and networking activities.

He understands how to connect with your audience and create a blockbuster session that addresses the issues that matter most to them. They'll laugh, they'll be inspired, and they'll leave with ideas they can implement the very next day to get more word of mouth.

A real-world speaker who knows his stuff

- He wrote the book *Word of Mouth Marketing: How Smart Companies Get People Talking*.
- He created the industry when he founded the Word of Mouth Marketing Association.
- He runs the communities WordofMouth.org and SocialMedia.org.
- He taught word of mouth marketing at Northwestern and entrepreneurship at Wharton.

Andy isn't one of those speakers who's all theory. He's been in the interactive business for 20 years as an entrepreneur and CEO, and speaks to business audiences from real-world experience. He has worked with more than 200 Fortune 1000 brands and hundreds of entrepreneurs and small businesses.

Practical advice that makes a difference

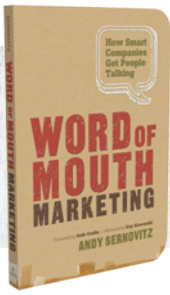
Andy's matter-of-fact style and real-world experience give you actionable ideas you can actually use. You will walk out of Andy's presentation and make a meaningful difference in your business the very next day.

With straightforward advice and humor, Andy 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.

You'll learn everything you need to get started

- 5 essential steps that make word of mouth successful
- 4 rules of word of mouth marketing
- 3 reasons people talk about you
- 6 big ideas: Deep stuff that changes marketing forever

Learn 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.



Popular topics: Word of Mouth Marketing and Social Media



Word of Mouth Marketing: 5 Simple Steps

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

This talk can be customized for your group. Andy has worked with hundreds of companies and will create a perfect presentation for you. Past talks include Word of Mouth Marketing for:

Brands, Internal Communications, Retail, Restaurants, Associations, Government, Politics, Food, CPGs, Email Marketers, Builders, eBay Sellers, Franchises, eCommerce, OEMs, Event Marketers, Software, Doctors, User Groups, Non-Profits

Love or Marketing? How Word of Mouth will save your brand

Word of mouth marketing is the art of creating a company that people love to talk about.

You need passionate fans who promote you because they love you and love what you do. Learn to earn their respect and recommendation, because when fans promote you for love instead of money, they do your marketing for you for free. That gives you a sustainable, renewable competitive advantage.

Remember: Happy customers are your greatest advertisers.

Ethics in Word of Mouth Marketing and Social Media: Doing the Right Thing and Staying Out of Trouble

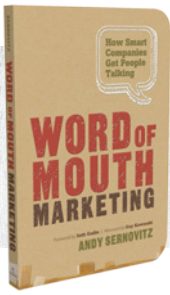
Andy will give you the understanding and guidance you need to ensure that your programs are always honest, your brand is protected, and your company is never embarrassed. Learn the specific steps to stay out of trouble:

- Comply with new rules and regulations
- Train your team and agencies
- Create a social media policy
- Know where the line is and when you are crossing it
- Raise your standards and do the right thing

Andy is one of the original thinkers on the topic of ethical word of mouth and social media. He wrote the definitive ethics codes that define social media and word of mouth marketing, and he advised the FTC on their current rules. He travels the country training companies on ethical social media practices.

Responding to Negative Word of Mouth

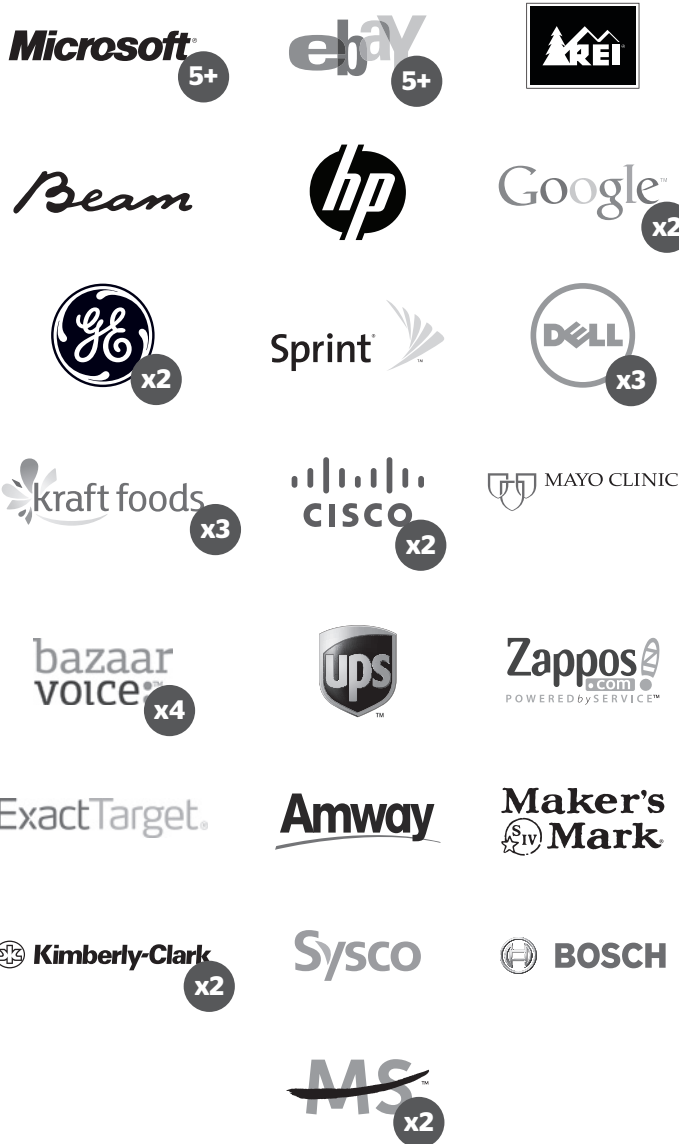
What do you do when you're facing negative word of mouth, bad reviews, and online attacks? Get specific, practical advice on how to respond most effectively. You'll get detailed recommendations that you can use in any situation — and great tips on preventing future problems before they happen.



A few of Andy's 200+ keynotes



Private Corporate Presentations



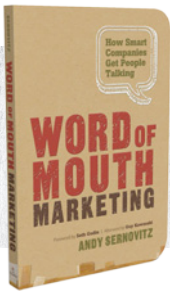
5+ x3 Groups that have brought Andy back for encore keynotes

Conferences & Associations

- Advertising Research Foundation
- American Advertising Federation
- American Association of Blood Banks
- American Dental Association
- American Management Association
- American Marketing Association (5+)
- American Resort Developers Association
- ASAE
- Association of National Advertisers
- Chicago Convention and Tourism Bureau
- CMO Summit
- Conference Board (x2)
- Corporate Event Marketing Association
- CUNA
- Direct Marketing Association (5+)
- Forrester (x2)
- MarketingProfs (x3)
- Measuring Word of Mouth
- National Association of Broadcasters
- National Realty Committee
- National Restaurant Association (5+)
- NetPromoter Summit
- Pacific Coast Builders Conference
- Shop.org / National Retail Federation (5+)
- Social Media Summit
- SocialMedia.org (20+)
- Symposium for the Marketing of Higher Education
- Word of Mouth Basic Training
- Word of Mouth Crash Course (x4)
- Word of Mouth Marketing Association (5+)
- Word of Mouth Marketing Summit
- Word of Mouth Research Symposium
- Word of Mouth Supergenius (x2)
- Young Presidents' Organization (x3)

Academic & Government

- Centers for Disease Control & Prevention
- Central Intelligence Agency (SAIC)
- Columbia University
- Department of Energy
- Federal Reserve Bank of New York
- Harvard University
- Northwestern University (Faculty & Guest Lectures)
- United States House of Representatives
- United States Senate (x3)
- University of Chicago
- Wharton School of Business (Faculty & Guest Lectures)



Testimonials – Event producers love Andy



Non-stop ideas. Really useful ideas!

Karen J. Willison, Fishbowl Marketing

Sernovitz gets past the PowerPoint to what you really need to know.

Craig Dempster, Experian

Andy hit it out of the park. Exactly what we needed.

Chris Swonger, Beam Global Spirits & Wine

Your comments were insightful and they pumped me up a little bit, too. I had forgotten that part of entrepreneurial activities is to have fun.

Brad Brown, NY Software Industry Assn.

Our members were on the edge of their seats. The best speaker of the day.

Bill Moran, Association for Interactive Marketing

Not pie in the sky talk. Definitely things we can implement, and quickly.

Kristen Colbert, American Lawyer Media

He was informative, thought-provoking, and entertaining. His presentation was so good that we made it available for download on our website, and it was one of our most successful lead generation tools.

Scott Silverman, Shop.org

Andy is the first person you need to see if you want to learn about word of mouth.

Peter Kim, Forrester

Andy was crisp, concise, and to the point about marketing in the new economy. He had clear examples and ready anecdotes that illustrated the key ideas, and the audience left motivated and enthused! Everyone enjoyed his humor and insight.

Bernard H. Tenenbaum, YPO

Andy gave a great lunch keynote that brought energy and quality information to our event.

Boyce Thompson, Builder Magazine

Your dynamic presentation gave us tons of new ideas that will indeed help us take the next step to a new level of internet marketing. Thanks for being our guest and our inspiration.

Paula Bilitz, Minnesota Life

Our feedback from the meeting was overwhelmingly positive. Your presentation gave our participants ideas that they can take back and implement immediately in their operations.

Matt Hood, National Restaurant Assn.

I was so moved by your content that I scrapped my agenda and caught you again in the seminar the next day.

Drew Griffin, Auction Guys

Andy Sernovitz provided a truly instructive and exciting presentation on word of mouth marketing. The U.S. Government representatives in attendance remarked that his session was one of the best, not only for the useful information provided, but because of Andy's dynamic speaking abilities and skill for engaging the audience.

Andy's presence would make any conference a better one!

SAIC

Andy Sernovitz is an excellent public speaker — energetic, passionate, and knowledgeable.

Melissa Wittenberg, Advanced Learning Institute

Finally someone said what we needed to hear without the BS. This was truly the most instructive event we've ever had.

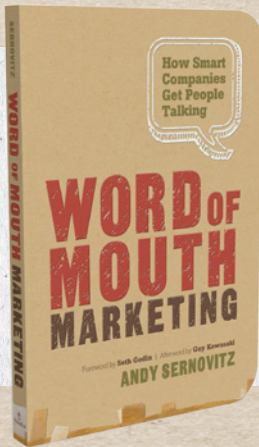
Alan Brody, TechMarketing

The event was a smashing success. Sernovitz is fantastic. Bring him back.

Josh Kwan, Kellogg School of Management, Northwestern University

Andy got great reviews — and drew a huge audience.

Brett Hurt, Bazaarvoice



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.

This is the book that will teach you how to use word of mouth marketing to make your company more profitable, how to spend less on marketing, and how to make your customers happier.

It's the simple, back-pocket, straightforward-but-not-for-dummies guide to word of mouth marketing. It isn't a textbook. It'll get you started with word of mouth marketing immediately.

It is a quick, practical tool for any size business. I wrote it as much for the owner of a restaurant as for a big-company marketing executive.

Who is talking about you?

With straightforward advice and humor, marketing 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 using them. Understand the real purpose of blogs, communities, viral email, evangelists, and buzz — when to use them and how simple it is to make them work.

Learn 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.

www.wordofmouthbook.com

Word of Mouth Marketing: The Comic Book

Learn more at
wordofmouthbook.com/comic

