

BRIAN FANZO

Digital futurist keynote speaker
who translates the trends of tomorrow
to inspire change today



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Brian Fanzo is a digital futurist keynote speaker who translates the trends of tomorrow to inspire change today. His customized and personalized programs showcase real-world stories and examples of forward-thinking people and businesses. He teaches companies of all sizes how to leverage technology in real time in order to engage their customers at the right time. Brian has a gift for bringing people together online and offline. He has worked in 76 countries, highlighting his passion for change, collaboration, and technology.

At age 14, Brian won a speed typing contest and his love for computers and technology was born. After years of playing The Oregon Trail, creating in Adobe Pagemaker, and using Napster, Brian earned a Computer Science degree. Prior to speaking, he worked for nine years at the Department of Defense where he managed a global team who deployed collaboration and cybersecurity solutions across all branches of the military – which required him to maintain the highest civilian security clearance. He then pursued his dream job as a technology evangelist for a booming cloud-computing startup, helping companies embrace the rate of change and new ways to innovate. Brian is currently the Founder of iSocialFanz, which has helped launch digital and influencer strategies with the world's most iconic brands like Dell, EMC, Adobe, IBM, UFC, Applebee's, and SAP.

Brian has been recognized as a Top 20 Digital Transformation Influencer; a Top 50 Most-Mentioned User by CMOs on Twitter, and a Top 25 Social Business Leader of the Future by The Economist.

His followers on social media and podcast downloads rank in the hundreds of thousands, resulting in Brian being an influencer for 19 of the Fortune 100 companies.



MICHELLE JOYCE

— SPEAKERS —

Press the Damn Button

The Future of First Impressions

In today's digitally noisy world, people crave an emotional connection to the brands with which they do business. The increased rate of change and the speed of innovation make it harder to stand out to today's hyper-connected consumers.

In order to capture the attention of more customers, make more sales, and increase awareness for your products and services, you must first tell your authentic story.

In this program, individuals and companies will learn:

- The importance of sharing their story to create trust, awareness, and connection
- How to identify and share what makes them unique
- How to remove the barriers of needing to be perfect
- How to create meaningful connections with customers and colleagues
- The Principle of Test, Tweak, and Repeat

“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.”

~ NICOLE WRIGHT, DEX MEDIA 2018

For booking information:
Michelle Joyce
Michelle@MichelleJoyce.com
704-965-2339

Shrink the Distance

The Future of Tomorrow's Technology on Today

Technology should bring people together, not push them apart. In this program, Brian teaches how to leverage new technology and collaboration tools in order to achieve better business results. (Spoiler alert... his advice might surprise you!)

Before you focus on the next shiny object, you must first set the course for your business, learn how to embrace innovation, and identify the right technology for today.

In this program, individuals and companies will learn:

- The process for evaluating the need for new technology in your business
- Future trends that will impact your industry and your customers
- How to increase collaboration, not distract from it
- The impact technology has on productivity
- Stop using technology to solve people problems

"Brian's keynote was rated in the top and the feedback fantastic! The collaboration with Brian has been outstanding – and he really lives his #Thinklikeafan philosophy– especially when he took his time to talk and engage with the participants at the conference all day long, evening and even night. Both before and after the event, Brian has been very flexible regarding customer sessions and meeting the press. I hope to be able to work with Brian again in the future. My highest recommendation"

~MARTIN BREMS
FOUNDER DIGITAL ODENSE

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Think Like a Fan

The Future of Marketing and Relatability

Your marketing success isn't determined by you (the brand); it's determined by your customers. Contrary to popular belief, customers don't have a short attention span... they just have no time or patience for crappy content.

In order to reach your customers in the ways and places they prefer, you must create marketing from their perspective. This program teaches how to think like your ideal customer – and connect your story to their story.

By engaging with customers where they are today, and listening to where they will be tomorrow, you will also uncover who [and what] influences them.

In today's world, you can no longer expect customers to come to you... you must learn new ways to connect with them where they are.

In this program, individuals and companies will learn how to:

- Change your marketing from talking at your customers to talking with them
- Turn customers into fans and fans into influencers
- Empower user-generated content, influencer marketing, and employee advocacy
- Identify who your customers are – and how and where they want to receive information
- Amplify your offline experiences
- Reach the influencers who influence the people making the buying decisions

"Working with Brian was such a breath of fresh air! Brian wanted to learn everything he could about our event to ensure we were a match. He then altered his content to ensure it was the right fit for our niche audience. Even if our attendees have seen Brian talk at other events, this presentation was specific to our event and therefore provided additional value to anyone repeat audience members."

~ ELISSA SALK
G3 COMMUNICATIONS (B2BMX)



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Future-Ready Your Business

The Future of an Innovative Workforce

Brian was the first government contractor to brief the Joint Chiefs of Staff at the Pentagon and not wear a suit and tie. The result of his presentation (on recruiting government employees) sparked a conversation around the importance of conformity versus empowering people for success. He paved the way for positive change in the toughest, regulated environment.

Everyone gets excited about new trends and technologies, but successful adoption of new ideas requires a culture that enables and supports change.

In this program, individuals and companies will learn how to:

- Create a culture that teaches self-awareness at every level
- Empower your employees to know what they don't know
- Understand the motivational drivers of your employees and team members
- Uncover strengths and weaknesses to identify the right leader for the right project
- Recognize employees who are digitally connected versus digitally unplugged
- Foster cross-generational collaboration that connects change, community, and a shared purpose

“Brands and companies need to have a millennial mindset when seeking to build relationships with their customers. Brian Fanzo is the go-to millennial in the social media space, as he has a firm understanding and true care and concern for his generation.”

~ CHRIS BROGAN
MEDIA GROUP

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