



JAY BAER

HALL OF FAME SPEAKER, *NEW YORK TIMES* BEST-SELLING AUTHOR, INTERNET PIONEER, ENTREPRENEUR, AND THE MOST INSPIRATIONAL EXPERT ON MARKETING, CUSTOMER EXPERIENCE, AND CUSTOMER SERVICE

IMPORTANT LINKS

CLICK the links below for:
[On-Stage Preview Video](#)
[Virtual Preview Video](#)
[Speaker Website](#)

AREAS OF IMPACT

Business Growth
Customer Experience
Customer Service
Marketing
Virtual Emcee / Event Host

BOOK JAY

Please contact
Michelle Joyce
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MICHELLE JOYCE
— SPEAKERS —

MEET JAY



Jay Baer is a Hall of Fame keynote speaker who teaches business growth through customer experience and marketing innovation. He is also a popular virtual emcee and event host, *New York Times* bestselling author of six books, and founder of five, multi-million dollar companies.

Filled with real-world case studies and examples, Jay's entertaining and engaging programs teach companies how to turn customer experience, customer service, and marketing into their biggest business growth advantage.

Jay has advised numerous iconic brands such as including Caterpillar, Nike, IBM, Allstate, The United Nations, and 32 of the FORTUNE 500. He is the Founder of Convince & Convert, a strategy consulting firm that owns the world's #1 content marketing blog and the world's top marketing podcast.

Known for his fun plaid suits, meeting planners can select the very suit Jay will wear to their event through his custom app!

**FOR BOOKING INFORMATION
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TESTIMONIALS



"The minute Jay (literally) ran up on stage to inspire over 700 property managers, the energy level in the room reached phenomenal heights. His style — a perfect balance of humorous examples and educational insights — kept people engaged until the very end. It was informative, actionable, personal, and incredibly valuable to our customers."

– LISA HORNER, VICE PRESIDENT OF MARKETING, APPFOLIO

"Jay is a powerful presenter. He not only positively affected our members, but as a result of his presentation, our own organization completely changed our approach to growth."

– BILL ECKSTROM, CEO of ECSELL INSTITUTE

"With COVID-19, we had to move from planning an in-person, three-day meeting to a virtual, three-day meeting with 60 people across three countries. All while keeping the same objectives and expected outcomes. Having Jay Baer as our host, emcee, and keynote speaker helped keep the high-energy and consistency needed across all three days. We were all extremely surprised how much engagement we had across the team – even until the end. It was an unanimous success thanks to Jay!"

– CHRISTY DEMPSTER, SENIOR INTERNATIONAL MARKETING MANAGER, CX

"There are some speakers that are great on stage, some that have amazing and relevant content, a very small handful who actually share something that will shift your entire business strategy, and very very few who impress me as having all the above – Jay is that guy."

– RORY VADEN, WORLD CHAMPION PUBLIC SPEAKER



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POPULAR PROGRAMS

All of Jay's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.





COVETED CUSTOMER EXPERIENCE

How to Grow Your Business by Focusing on 3 Things Your Customers Truly Care About

You've heard it before. Over and over, in fact.

"Improve your customer service."

"Optimize the customer experience."

But what does that even mean?

Today, when intersection points with your customers may number in the dozens (or even hundreds), tackling customer service or customer experience holistically is impossible.

You can't magically get better at every customer touch point...
but you CAN get better at the three touch points that matter.

Coveted Customer Experience is a fast-paced, dynamic, inspirational, and hilarious presentation that shows you how to gain and keep more customers by improving on the three things that really matter to your customers.

Key points in this program:

- Why customer experience is the fastest route to growth
- When customer experience stops and customer service stops
- The three elements of your business that are non-negotiable for your customers, and where they'll give you a pass
- What customers really expect from your business category, and how to exceed it (without spending a fortune)
- Specific, concrete plans you can put into practice tomorrow that will create a customer experience worth coveting, that produces big results
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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TALK TRIGGERS

Turn Your Customers Into Your Ultimate Sales and Marketing Advantage

The best way to grow ANY business is for your customers to grow it for you. But that only occurs if you deliver a customer experience that creates conversations.

Word of mouth influences 50% of all purchases, but we too often take this for granted. We just assume that our customers will talk about us. But they won't, unless you give them a story to tell.

In this hilarious and interactive presentation filled with examples and research, Jay Baer teaches audiences how to create a unique story for their business; a tale that will turn their customers into their most effective sales and marketing advantage.

This powerful keynote creates real change among attendees. It alters the way they think about the intersection of customer experience, marketing, sales, and operations, yielding big growth and enhanced cooperation.

Key points in this program:

- Learn how to grow your business with word of mouth
- Discover why customers talk and why they remain silent
- Learn the definition of a Talk Trigger (an unconventional, operational choice that creates conversation)
- Discover the 4 Requirements of a Talk Trigger
- Learn the different types/categories of Talk Triggers
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies



HUG YOUR HATERS

Embrace Complaints and Keep Your Customers

Haters aren't your problem ... ignoring them is.

If it feels like there are more complaints than ever, and that you're spending more time and money dealing with negativity and backlash, you're right. But the rise of customer complaints is actually an enormous opportunity.

In this eye-opening presentation, Jay reveals proprietary research into The Science of Complaints – why and where your customers complain, and how to turn customer service into a marketing advantage.

80% of companies say they deliver exceptional customer service. 8% of their customers agree. Jay teaches the critical steps necessary to retain and delight customers in this disrupted era when customer service has become a spectator sport.

Key points in this program:

- Learn why customer expectations are rising faster than ever
- Discover the huge disconnect between what customers and companies think about service
- Learn the one, giant, recent shift that changed everything about customer service
- Discover why praise is the most overrated thing in business (and in life)
- Learn how to handle unhappy customers, online and offline
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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THREE DRAWBRIDGES

How to Cross Your Customer's Moat of Attention

Today's consumers are a wary bunch. After all, they've been through a lot. And approximately zero percent of customers are sitting quietly, secretly hoping for more brand-created content to be thrust upon them.

To win with content in today's world, you have to fundamentally realign your thinking and your expectations. Instead of assuming your content will succeed, and trying to avoid mistakes that would cause failure, you now must assume your content will fail, and make CERTAIN you pass the three tests required for content lift-off.

These tests are called the "Three Drawbridges of Content Success."

Your customers constantly have their hands on the levers, deciding when and whether to drop the bridges and let you in to their hearts, minds, and wallets.

This fast-paced and funny presentation will entertain you, inspire you, and scare you. Before this session ends, you'll be scheduling a team meeting to rework your content marketing strategic plan!

Key points in this program:

- Learn how the global pandemic changed B2B and B2C customer expectations and desires
- Discover why content and communications success isn't found inside a technology platform
- Understand how "radical relevance" offers the key to customer hearts and minds
- Learn about the Three Drawbridges of radical relevancy that will increase sales
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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VIRTUAL EMCEE AND EVENT HOST



Hall of Fame keynote speaker Jay Baer is also an in-demand virtual emcee. Whether it's a full-day program or a complex, multi-day event, Jay has hosted events for IBM, Oracle, Roche, and many other major brands for audiences as large as 15,000 attendees.

He prepares vigorously, reviewing presentations of all main stage speakers with event organizers beforehand, and remains largely unscripted to be able to connect the thematic dots on-the-fly.

Jay even offers to create a closing keynote written DURING the event, that closes the show with key takeaways and lessons for the audience.

He can easily pull double or triple duty at your event (keynote + emcee + panel moderator).

And because Jay and his team have created more than one hundred virtual events, Jay works with meeting planners to plan, promote, and produce events that are shifting online. He helps with run-of-show, tech platform selections, speaker coaching, interactive elements, event marketing, and more!

Here's an unsolicited testimonial from our client:

"Jay you are absolutely AMAZING!!!! From the first call we had, that seems like eons ago where you set me at ease and told me we would have not 1, not 2, but 3 great virtual events, I knew it would be great... but I could have never imagined just how great!!! The organization is buzzing this morning about how they could have never imagined virtual galas to be that dynamic! The executive team is so happy! You are the ultimate rock star and we couldn't have done this without you!!!"

~ Alyssa Reisman, Event Manager for D&H Distributing

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