



CAPITOL CITY SPEAKERS BUREAU

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Chris Brogan

Travels from: Massachusetts

Fee Range: \$15,001 - \$20,000

Chris Brogan is President of New Marketing Labs, a new media marketing agency, and home of the Inbound Marketing Summit conferences and Inbound Marketing Bootcamp educational events. He is also the cofounder of the PodCamp new media conference series, exploring the use of new media community tools to extend and build value.

Chris works with large and mid-sized companies to improve online business communications like marketing and PR through the use of social software, community platforms and other emerging web and mobile technologies.

Chris is co-author of the book *Trust Agents*, with Julien Smith. This book shows how people use online social tools to build networks of influence, and how you can use those networks to positively impact your business. Because trust is key to building online reputations, those who traffic in it are "trust agents," the key people your business needs on its side.

Brogan is a ten-year veteran of using social media and both web and mobile technologies to build digital relationships for businesses, organizations and individuals. Chris speaks, blogs, writes articles and makes media of all kinds. He has a blog in the top 10 of the Advertising Age Power150 and in the top 100 on Technorati. He frequently speaks at and attends marketing and social media events, sharing his passion for all things social media.

Chris won the Mass High Tech All Stars award for thought leaders for 2008. He has been quoted in the *Wall Street Journal*, *US News & World Report*, *The Montreal Gazette*, *Newsweek* and some other places. Prior to these roles in the media and events space, Chris had over 16 years of telecommunications experience in wireless and landline technologies, including enterprise software and hardware experience, project management expertise, and applications/solutions engineering experience, as well.

Most Requested Programs...

- Adjusting Your Marketing Spending and Tactics for Social Media
- Rise of the Trust Agents
- Wiring a Human Business - Humans Aren't Software and How-to Code
- Beyond Shiny and New: How a Business Implements Social Media
- Actions: Getting Started in Social Media
- Lead Generation in a Social Media World
- Enterprise Meets The Web: Evangelists vs. A Feasible Corporate IT Policy