

JAY BAER is represented by K&M Productions (Toronto)  
For more information, fees & booking Jay Baer, contact us:  
905.831.0404 | [info@kmprod.com](mailto:info@kmprod.com) | [www.motivational-speakers.ca](http://www.motivational-speakers.ca)  
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# Jay Baer

**The World's Most Inspirational Marketing  
and Online Customer Service Speaker**



**JayBaer**

BUSINESS SPEAKER & EMCEE

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# YOU UTILIZE

Why Smart Marketers  
About Help Now



## Inspirational Keynote Speaker

about Marketing, Business *and* Customer Service

Jay Baer shows you how to embrace change, get more customers and keep the ones you've already earned.

▶ The most retweeted digital marketer in the world

▶ A New York Times best-selling author



JayBaer



“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 an entire business strategy, and very very few who impress me as having all the above — Jay is that guy.”



**Rory Vaden**

*Internationally  
Recognized  
Keynote Speaker*

# Advisor to More than 700 Brands

- ▶ Jay is president of Convince & Convert, a strategy consulting firm that helps companies and organizations gain and keep more customers. Clients include **Taylor Made**, the **United Nations** and **Cisco** among others.

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Click on this icon:



JayBaer

# A Best-Selling Author

- ▶ Jay is the author of five books including *Youtility*, a New York Times and Amazon best-seller. His most recent book, *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*, will release March 1, 2016



“I think I can feel death creeping up on me.”  
Budget West Side Motel  
80000  
I've 5000000 guests. Use something in a home...  
DO NOT STAY HERE. My wife and I are gonna go get  
My ratings for this hotel  
80000 Value  
80000 Rooms  
80000 Location  
80000 Cleanliness  
80000 Service  
80000 Sleep Quality

# Four Interesting Facts

- ▶ In high school, Jay was named 'most likely to be a game show host'
- ▶ He is a certified barbecue judge and a tequila collector
- ▶ Jay is a 6th-generation self-employed entrepreneur
- ▶ Jay's first speaking engagement was in 1993 for 150 people where he discussed the wonders of the Internet and its applications for marketing

In 2014, Jay delivered:

# 52 KEYNOTES



including **10** of the **Fortune 500**  
with audiences from 1-10,000 people in over  
**40 CITIES & 4 COUNTRIES**



Jay hosting an IBM global event and interviewing  
Ron Howard in front of 6,000 people.

# Recent Appearances



salesforce.com



Nestlé



A man with glasses and a beard, wearing a patterned suit jacket, is speaking and gesturing with his hands. He is in a dimly lit room, possibly a stage or conference setting. Another man is partially visible in the foreground, looking towards the speaker.

**“Jay was the host for three days at our global IBM conference (thousands in attendance) and he was fantastic. He was very well prepared and turned a good event into an excellent event.”**

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**Matt Stryker**  
*Global Marketing, IBM*

- ▶ Jay uses the **credibility** of his Convince & Convert Media company – one of the largest digital publishing companies for marketers in the world – to promote your event
- ▶ Jay's presentations are **visceral** and **visual**. No boring Powerpoint!

- ▶ Each presentation is **customized** for your audience including attendee examples

# What It's Like to Work with Jay

- 
- ▶ Jay's presentations are sprinkled with **humor** throughout. Attendees are guaranteed to leave laughing (and thinking)
  - ▶ Organized, on-time, **considerate** and easy to work with
  - ▶ Approachable and **low-maintenance**

# What It's Like to Work with Jay

# Hug Your Haters

## *How to 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 brand-new, proprietary research into why and where your customers complain.

Find out why you need to hug your haters and embrace their complaints. Jay will teach you how to keep these unhappy customers and grow your business.



# Youtility

## *Why Smart Marketing is About Help Not Hype*

If you're wondering how to make your company seem more exciting, you're asking the wrong question.

You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies.

To win attention these days you must ask a different question: "How can we help?"



# Don't Just Make it Memorable, Make it Meaningful.

## ADDITIONAL SERVICES



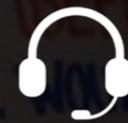
In-person book signings



Smaller session workshops



Extended Q&A



Follow-up webinars



Social promotion



Custom visual note-taking  
of Jay's presentation

*(live or printed as handouts)*



JayBaer

# Thanks for Getting to Know Jay Baer

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