

PAMELA BARNUM M.P.A., J.D.
THE TRUST AGENT

2025 SPEAKER PACKAGE

To have Pamela Barnum as your conference keynote speaker,
contact K&M Productions Speakers & Shows:
(905) 831-0404 | events@kmprod.com
www.kmprod.com/speakers/pamela-barnum

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HELLO

Our mission is to make your job easier! This document was created to help you and your team get to know Pamela as you consider her to be a speaker for your next event.

Our promise to you:

- Pamela will be the **easiest speaker you have ever worked with**. She is very responsive to inquiries and questions and will have answers quickly so you can make same-day decisions.
- **We are sticklers for details** and will ensure that all the paperwork, agreements, invoices, and travel or virtual details are available to you before you need them.
- Pamela will **deliver an exceptional performance**, ensuring your participants report back with glowing testimonials.
- Just as importantly, **we will be available for pre-event conference calls and rehearsals** as required.

Here's to a successful partnership!



PAMELA BARNUM
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PAMELA BARNUM M.P.A., J.D.

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Former Undercover Police Officer & Federal Prosecuting Attorney
Trust Strategist & Nonverbal Communication Expert

Pamela provides actionable strategies to help you negotiate, influence, and build trust through intentional communication and nonverbal cues.

Bio

Imagine what it would be like to live undercover for months at a time, and your success depends on building trust and detecting deception with some of the most dangerous people imaginable.

That's precisely what Pamela Barnum did for years as the only woman working undercover in a Drug Enforcement Unit of over ninety specialized police officers. As a result, she learned real-world techniques for building trust and interpreting body language.

When Pamela graduated from law school, she left policing and accepted a position as a federal prosecuting attorney. She spent countless hours in the courtroom, perfecting her trust strategies and body language expertise.

Following a successful 20-year career in the criminal justice system, Pamela studied corporate negotiations in graduate school. Now, she shares her expertise with others, teaching them how to improve their communication skills to increase trust within their organizations.

As a nonverbal communication expert and trust strategist, Pamela delivers techniques once thought of as a "secret second language" that participants can begin using immediately.

When you take decades of experience, including working deep undercover in narcotics, followed by a rewarding legal career, you get real-world strategies that help participants improve professional relationships using proven field-tested techniques.

Pamela shares her experience, research, and expertise with humor, honesty, and energy, blending actionable strategies with memorable stories.

She is also a featured expert and contributor in print media, radio, and television news programs in Canada and the United States and co-hosts on the hit TV show Building Bad. Pamela has also been honored to deliver two popular TEDx talks.

Trusted Contributor & Featured Expert



SPEECH INTRODUCTION

Pamela Barnum is a communication expert who specializes in strategies and techniques for increasing trust, improving relationships, and decoding nonverbal cues.

Her expertise is featured in print media, radio, and television news programs throughout Canada and the United States, and she is a co-host on the TV show Building Bad.

Her TEDx Talks, "What Drug Dealers Taught Me About Trust" and "How Empathy Empowered an Undercover Cop," have been viewed more than 500,000 times and continue to attract praise and interest from around the world.

Please welcome... PAMELA BARNUM.

SPEECH TOPICS & OUTCOMES

All of Pamela's programs can be delivered as a keynote (45 - 90 minutes) or as workshop (1.5 - 3 hours).

CRACK THE CODE: 3D Communication Strategies for Powerful Results

Most of our communication is nonverbal, and we miss more than half of the conversation when we ignore what is not being said. [Learn the secret second language](#) reserved for communication experts and law enforcement to communicate confidence, elevate influence, and improve negotiation outcomes.

- [Display](#) calm confidence in every situation. Learn when to move toward, not away from, difficult conversations, making them less stressful and more productive.
- [Decode](#) nonverbal cues with certainty. Understand what is being said, regardless of the words used, resulting in better negotiation outcomes.
- [Deliver](#) results with greater accuracy using science-backed techniques. Confidently assess verbal and nonverbal misrepresentation indicators, bluffing, and lies in real-time.

TACTICAL INFLUENCE: The Tradecraft of Success

Learn how to close the gap between intentions and impact, resulting in improved outcomes critical to negotiation success. Using techniques backed by years of undercover experience and academic research, unlock "A CODE" that turns adversity into victory.

- [Align Intentions with Results](#): Uncover techniques to ensure your intentions are clearly communicated and perceived accurately by counterparts, closing the critical gap that often hinders negotiation outcomes.
- [Cognitive Cues](#): Explore the power of psychological triggers to steer negotiations in your favor and transform potential setbacks into strategic advantages.
- [Observational Acumen](#): Harness the power of keen observation to read the room and detect subtle cues in behavior and communication. This skill allows you to adjust your approach swiftly and effectively, capitalizing on real-time insights to influence negotiation dynamics and drive meaningful results.
- [Dynamic Adaptability](#): Learn the art of pivoting strategies in response to changing circumstances within negotiations and how this flexibility can lead to win-win outcomes and sustained relationships.
- [Empathy and Insight](#): Master the balance of empathy and analytical insight to build strong, trust-based interpersonal connections while remaining focused on the end goals of negotiations.

SPEECH TOPICS & OUTCOMES

Beyond Words: Mastering the Silent Language of Leadership

Trust is in crisis, and earning trust has never been more imperative than it is now. Trust solves risk problems, improves culture, and increases innovation to prepare for an uncertain future.

Master the five qualities that set trusted leaders apart from the rest:

- **Transparent communication.** Learn how to inspire stability and security in times of uncertainty without overcommunicating or micromanaging.
- **Receptive to feedback.** Discover how to leverage intentional cues for increased collaboration and improved results. Learn the number one undercover technique that makes you five times more likely to influence the outcome, even when all seems lost.
- **Unafraid of risk.** Acknowledge fear without allowing it to dominate your actions or decisions. Learn proven strategies to inspire your people to push beyond their self-imposed limits.
- **Self-confidence.** Exude a powerful presence using cues that increase rapport and decrease conflict anywhere, anytime.
- **Tenacious mindset.** Trust is earned through consistency. Learn science-backed strategies that balance tenacity with empathy to build and strengthen trust.

Rewiring Connection: Tactical Influence in the Age of AI

In today's fast-paced world, the demands on executive leadership are skyrocketing. With therapid advancement of AI, leaders must now demonstrate C-suite readiness, shape opinions, and inspire teams to achieve new standards in an ever-evolving landscape.

As AI reshapes our cognitive processes and interactions, redefining the mindset and behaviors that enhance executive presence becomes vital.

Gain the skills needed to:

- **Communicate with Precision:** Master the art of conveying intentions clearly and ensuring they are accurately perceived, closing the gap that often hinders performance success.
- **Harness Persuasion Power:** Unlock the secrets of successful persuasion amidst AI's impact on communication and learn how to amplify your message effectively.
- **Build Trust-Based Connections:** Cultivate authentic interpersonal connections in an AI-dominated world to enhance communication and persuasion skills, leading to greater impact and efficiency.

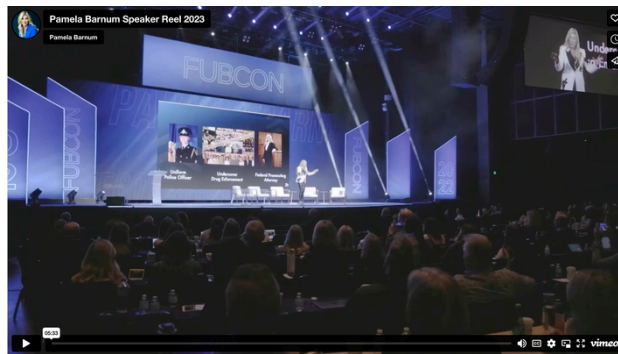
Tactical Influence provides emerging and established executives with the strategies to stand out as effective, trustworthy leaders whose presence instills confidence within their teams and themselves. Embrace the future of leadership with tools that empower you to thrive in the age of AI.

VIDEO

Lasting Impact - Engaging Content - Actionable Strategies

Visit: <https://pamelabarnum.com/speaker-reel/>

You can access, view, and share Pamela's speaking videos multiple ways. The links are provided below. Please click on the video picture for the embed code to place the video directly on your site, download the video, upload to a streaming service of your choice, or share it another way that best serves you and your team.



Speaker Reel Link



Virtual Speaker Reel



Ten-minute Unedited Keynote Sample

PHOTOGRAPHY

([CLICK HERE](#) to download high res pic - you will be redirected to Dropbox for media downloads)



THE TOP 5 REASONS CLIENTS BOOK PAMELA

5. Unique Point of View

Pamela's 20+ years experience in the criminal justice system as an undercover police officer and federal prosecutor equates to field-tested strategies that are proven to work.

4. Fascinating Stories

Living for months at a time with a different identity, making hundreds of undercover drug buys, jumping from a moving car and being locked in a drug house with armed dealers, followed by a rewarding legal career, successful business, and parenting a teenager - all equate to intriguing stories that drive home her message.

3. Easy to Work With

Guaranteed zero drama. Pamela is professional, punctual, and patient. She will get you what you need when you need it (usually before you need it). In fact, she consistently receives comments that she is the "easiest speaker I've ever worked with."

2. Impactful

In addition to motivation and inspiration, participants leave with useful strategies and techniques they can implement immediately and for years to come.

1. Engaging & Fun!

Research tells us that if people aren't enjoying themselves, they'll tune out - especially during virtual events. Pamela keeps it fresh, entertaining and uses the latest interactive technology to keep participants engaged throughout her entire presentation.



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AV Requirements

AUDIO

Pamela prefers a wireless lavalier microphone connected to a high-quality audio system.

For audiences with more than 200 participants, a handheld mic for audience participation is appreciated.

IN PERSON

The entire presentation is presented using a 16:9 display ratio.

The Client should provide a wireless clicker to use.

The larger the screen and the higher the quality of the projector, the better.

If possible, a confidence monitor and countdown clock are appreciated.

Pamela will bring the energy and enthusiasm to ensure your participants have a fantastic time!

VIRTUAL

Rehearsal with a producer at least two-weeks in advance of the presentation.

A producer during the live or recorded virtual presentation.

You are welcome to record and distribute Pamela's presentation, as long as you provide a copy of the recording to her.