

Kevin Daum's **ROARing Video Keynote**

MAKE YOUR VIDEO MARKETING ROARING NOT BORING!

Video is everywhere today thanks to better and cheaper technology. Google and Amazon have together made the demand for compelling Youtube videos every companies dream! So, why is it that most videos fail to move us, or worse, put us to sleep? How come even fortune 500 company videos fail miserably to convert clients? Making videos that are compelling and effective requires knowledge and skills that few have or are willing to share.

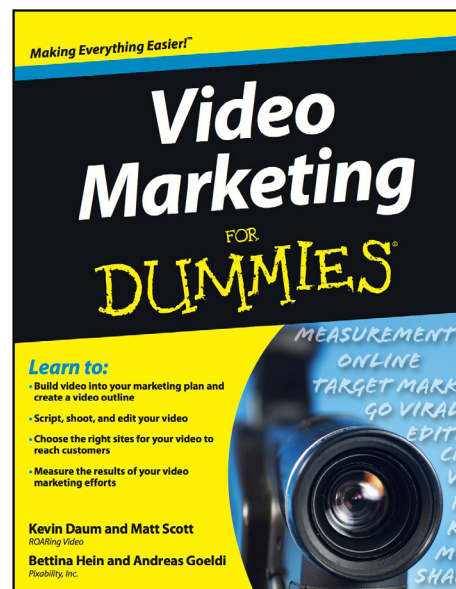
What if people could find out how to make their videos compelling and effective in about an hour, and laugh while they learn?

Kevin Daum, bestselling author of *Video Marketing For Dummies* (Wiley) and *ROAR, Get Heard in the Sales and Marketing Jungle* (Wiley), provides a uniquely entertaining and comprehensive, multimedia keynote with hilarious video examples that teach audiences:

- Why humor is key to making videos Awesome.
- How to create compelling concepts that bring ROI.
- The power of storytelling in video marketing.
- How to use video for internal communication and savings.
- How to keep your video out of legal trouble.
- How to critique and improve videos.
- How to promote and measure your results.

*WOW! What a fun and compelling presentation!
Such a powerful, concise and practical message.*

- Verne Harnish, May 2012
Fortune Growth Summit



(Scan or [click](#)
to watch Kevin's
fun video.)



Kevin Daum is a speaker, marketer, columnist (*Inc.com* and *Smart Business Magazine*), and an award-winning, bestselling author of 5 books, including *ROAR! Get Heard in the Sales and Marketing Jungle* (Wiley) and his latest, *Video Marketing for Dummies* (Wiley). Kevin is also an Inc. 500 entrepreneur whose sales and marketing techniques delivered more than \$1 billion in sales and with over 95% efficacy. Drawing upon his background in theatre and business, Kevin is a funny and compelling speaker who has engaged and inspired audiences around the globe.