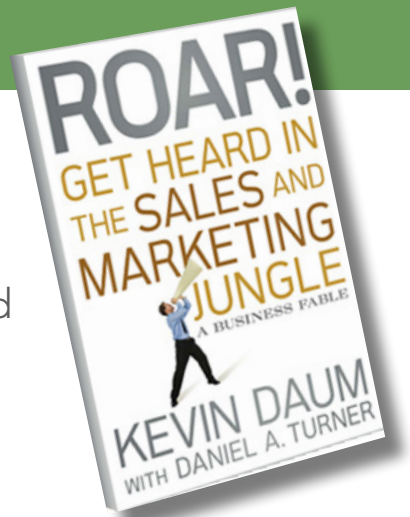


Kevin Daum's **ROAR!** Keynote

Companies can't get their people to communicate the same message, let alone the **right** message. In this noisy marketplace, how can you attract consumers predisposed to buy at a premium price? **And how can you be sure you are getting heard at all?**



Using a **3,500 year-old secret**, the inspiration of his Amazon#1 bestseller, *ROAR! Get Heard in the Sales and Marketing Jungle*, Kevin Daum addresses the sales and marketing hurdle that stands between mediocrity and ROARing success, empathy. He shows how to create a compelling value proposition, and helps the audience identify and speak effectively to different buyers. Along the way, Kevin shares his personal story of business implosion in the recent recession and his rapid reinvention using ROAR! techniques. With simple and effective methods, he teaches executives, marketers and salespeople how to communicate consistent and compelling messages within their company, to their customers, and in their personal lives.

"Kevin takes the audience on an emotional journey of discovery and finally of self realization. Not only does he leave audiences fired up but they have a sense of ownership over what they can do to make a meaningful contribution to their lives and their organizations."

*Justin Paul Hersh
Founder and CEO, Group Delphi*



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 compelling speaker who has engaged and inspired audiences around the globe.