



DP KNUDTEN
collaborative • creative • **provocative**

SPEAKER MEDIA KIT



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To make your point stick, **tell a story.**

What's the difference between a dry, boring presentation and one that engages, inspires and motivates an audience? Storytelling.

No matter the subject, its complexity or seriousness, the most effective presenters use the time-tested techniques of story to entertain, inform, educate, and inspire.

That's why I embrace storytelling in every presentation I create and give. And rather than just 'tell' stories verbally, my presentations 'show' the story via vibrant onscreen graphics. Do I believe the best way to **tell** is to **show**? Why yes, I do.

It's been said that salesmanship is little more than a transfer of enthusiasm. I think that's absolutely true—but it only happens by showing / telling a story that captures an audience's imagination. That's exactly what I strive to do, via every image I share and story I tell.

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THE 'D' is for DAVID. THE 'P' is for PAUL.

And the 'Knudten'?
It's pronounced 'canoe-ten.'

As an over-a-quarter-century veteran ad man, DP has worked as a copywriter, Creative Director and Marketing Strategist on some of the biggest brands in the business including Coca-Cola®, The Athlete's Foot®, ClosetMaid®, Georgia-Pacific®, and Great Wolf Resorts®. His résumé includes tenures at ad agencies such as DDB Needham (Chicago), McCann Erickson (Atlanta) and creative shops in Denver, Sarasota, and Madison, WI.

A writer by trade, he enjoys playing in the intersection between the visual and the verbal, using his NonFiction Branding™ approach to move people—and product—for companies throughout the United States.

DP cut his branding teeth in the trenches at McCann Erickson creating a variety of work for Coca Cola and its various brands. You will never see him drink a Pepsi product, ever. He's also worked on a wide array of brands from the prosaic (Georgia Pacific forest products) to the poetic (HelpHOPELive), and the no-nonsense B2B (Honeywell) to the wet & wild B2C (Wilderness Hotel & Golf Resort). His personal favorite: Southeastern Guide Dogs of Palmetto, Florida. Ask him to see the TV spots. If you love dogs, you'll love them.

DP developed his proprietary BRANDNature™ branding and messaging system by combining and refining the branding best practices he experienced at McCann Erickson, DDB Needham, and several other regional agencies. Then he added a little extra spice of his own to create a process that helps identify, purify and codify the true story of your personal or company brand to create advertising and marketing strategies that attract, engage, and convert.

He is also the author of **NONFICTION BRAND—Discover, craft and communicate the 'completely true / completely you' brand you already are**, co-author (with Spencer X. Smith) of **ROTOMA—The ROI of Social Media 'Top of Mind'** and the creator/producer/host of the popular **The ROTOMA Podcast** and **NONFICTION BRAND** podcasts. DP is also a recognized expert in the fields of branding, creativity, and the intersection of culture, technology and branding.

A sought-after speaker known for his highly visual informative, energetic, and entertaining presentations, he brings his uniquely provocative perspective and processes to companies and groups throughout the United States.

"Know who you are. So you can be it." That two-sentence call to action succinctly sums up what the NonFiction Brand™ philosophy, and DP the person, are all about.

To find out even more, visit www.dpknudten.com

Presentations Menu

Creativity, Culture, Social Media / AI, and most of all Branding—

these are the categories that I specialize in, and speak about throughout the United States—and abroad.

Here's a menu of the latest presentations from my creative kitchen. Each is scalable (keynotes from 30 minutes to 1.5 hours / workshops from half- to full-day), field-tested for freshness, and ready to go whenever (and wherever) your audience is meeting. **The only question? *How would you like it cooked & customized for your audience?***

SOCIAL MEDIA / AI

**NEW for
2023-24**

Are You a Bot—or Not?

Personal Branding in the Age of AI

The Age of AI is here, and I, for one, welcome our artificially intelligent overlords—with one critical caveat: it's got to work for me, force multiplying my efforts *without* messing with that which makes me inherently human. **Is that even possible?**

Why yes, it is. This fascinating, and believe it or not, FUN presentation gives participants immediately actionable ways to stop worrying and love the AI for what's it's really worth: making your message go farther, faster, easier, and **everywhere**.

LEADERSHIP

**NEW for
2023-24**

Barring the Creative Barn Door *before* they bolt.

Leading Creatives so they don't leave.

The only thing harder than identifying and onboarding capital "C" Creative talent is keeping them long-term. And there are a lot of good reasons why such Creatives leave, most of them having to do with the way you lead them. How can you retain such valued—and valuable—team members in an age where creativity is critical? If you want to keep your Creative thoroughbreds in the stable longer, this presentation is for you.

BRANDING

BRAND vs. COMMODITY.

If you're not the one, you're the other.

Commodities are bought for the lowest price possible. **But brands? They are purchased at a premium.** Is there such a thing as a premium commodity? Why yes, there is, and this example-filled talk proves it, and shares a ton of ideas on how branding your 'completely true / completely you' value and communicating it to the world can work for you.

Tell Your BIG story small.

Using Hollywood's power technique to attract, engage and convert.

Every good screenwriter knows this; if you want to tell a BIG story, tell it small. What's that actually mean? That's what this presentation details, complete with a bunch of real-world examples, and immediately actionable techniques, tips, and tricks. **Want to be the star of your 'completely true / completely you' story?** This presentation lays out exactly how you can be.

SELL THE TRUTH.

Discovering, crafting and communicating the authentic brand you already are.

Truth is, whether you're an individual or a small business, you're a brand. But are you using all the time-tested tools out there to get full credit for who you are, what you do, and how you do it? This engaging, convincing and inspirational talk can be the start of making sure you do.

CREATIVITY

Creativity on Cue

Power Tools for anyone who needs to be capital 'C' Creative NOW!

If you're waiting for inspiration to show up, it might take a while. This presentation focuses on a set of proven creativity producing tools, tricks, and techniques for whenever you're staring at a blank page AND a deadline that just won't wait for your muse to show up for work.

BRANDING / CULTURE

Culture Chicken / Brand Egg.

Which comes first?

You know you need both, but which comes first? The quick answer? Either. But as this entertaining, informational and actionable presentation lays out, the first step is to understand how these critical components of business intersect and interact. By the end of this fast, fun and fascinating talk, you'll know the only 100% correct answer is: **BOTH**.

Speaking Résumé

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I've spoken to groups large and small, of general interest or high specialization, and in all sorts of venues across the United States. Along the way, I learned a few things about earning an audience's attention—

- That to be highly visual on screen while being entertainingly verbal on stage gives audience members multiple ways to engage with the presentation.
- That customizing a talk to match the audience, even a little bit, helps them relate to everything else presented.
- And that the absolute worst thing you can do to an audience is be boring.

Drawing on my years' of experience on stage and camera as a trained actor and improvisational comedian, I use every technique in the business to make sure the presentation works. And based on what I hear from audience members and event producers, it does. Here's a partial listing of places and organizations I've presented to—



"DP Knudten gave a fresh perspective on how to use Social Media to grow your Brand...in the right way!"

Your presentation was great! Plenty of learning with a side of laughing!"

- Morgan Leverage, VJS Construction Services

"DP Knudten is a very inspiring speaker! I came to one of this talks feeling overwhelmed with starting LinkedIn but I walked away feeling energized and excited."

- Jenny Danhof, CPA

*"I wanted to share with you how much me and my staff enjoyed your seminar last week. **We are still talking about it."***

- Jim Tubbs, President & CEO, State Bank of Cross Plains

*"DP's session was engaging and packed with real-life examples that held my attention. **The hour flew by and left me wishing I could hear more.** I hope I have the opportunity to attend another one of his presentations."*

- Mary Murray, Wisconsin Institute of CPAs

"I would recommend DP to anyone interested in thought-provoking conversations that will challenge you to think about your personal business or organization in a more creative, innovative way."

- Diara Parker, Board Member, Culture Community

"His presentation was motivating, thought-provoking, interactive and entertaining - a perfect mix."

- Steven Miller, American Marketing Association

"This was one of the best business presentations that I've seen anywhere..."

- Dan Savage, VP, Wealth Management

*"Thank you so much for a great presentation today at the AMA event. I missed connecting with you in person but I did want to reach out to let you know how much I enjoyed your energy and passion. **Your presentation had a big impact on me."***

- Carrie Brown, National CooperativeRx

"It honestly was my favorite. I loved every minute of it! Your energy and ideas are awesome!"

- Faith Dey, Director of Marketing, Apple Wellness

"Anytime you can sit in a room and learn from DP Knudten it is a great day. His passion for providing people avenues to build themselves one story at a time is inspiring."

- Whitney Atkins, VP/Marketing, International Dairy Deli Bakery Association

"A lot of people talk about creativity but DP Knudten walks you through the process! Great presentation."

- Jenny Hahn, Executive Director, Junior Volleyball Association

Event Producer Reactions

"DP was our closing presenter because we knew his topic and energy would keep the crowd until the very end. DP delivered in every way!"

- Michelle Czosek, AMPED Association Management

*"DP was super engaging. His content was really, really valuable, and **he was a joy to work with from start to finish."***

- Chris Rudolph, Senior Dream Curator, American Family Insurance's DreamBank

*"DP Knudten's presentation on his creativity power tools was both entertaining and insightful. I can apply these tips and tricks to not only my professional life, but my personal as well. **I highly recommend booking DP for your next event."***

- Jessica Rieflin, Wisconsin Dells Visitor and Convention Bureau

*"Our attendees scored DP as the highest-rated speaker we've ever had. I've been involved in running these conferences for over 18 years, and this is the first time so many different people have gone out of their way to comment on how inspiring, informative and relatable our keynote speaker was. **DP made me, as an event organizer, look pretty darned good."***

- Kenn Busch, Event Director, Decorative Surfaces Conference

*"If you are looking for someone to speak about marketing and branding that is consistent with your culture and tells your company's story, **DP is worth more money than he is charging."***

- Erin Ogden, Ogden Glaser Shaefer LLP

Current Photos

available as digital downloads at www.dpknudten.com/current-photos

DP KNUDTEN
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Podcasts & Publications

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NONFICTION BRAND

Discovering, crafting and communicating the
'completely true / completely you' personal brand you already are.

"Highly recommended!"

A spectacularly useful guide to personal branding that pulls off the difficult trick of being both realistic AND inspirational. A must-read, regardless of where you are in your own brand-building journey."

- Jay Baer, NYT best-selling author, *Talk Triggers*

"A rallying cry for truthful and humane marketing—almost every page prompted a flurry of Slack messages amongst our team. Thank you, DP, for reminding us what 'branding' is truly all about."

- Oli Bridge, Director of Marketing, Bonjoro.com

This is the kind of book that changes how you view the rest of your career - and how you go about amplifying your value to the wider world. In some ways, this book is about discovering your personal brand—but it's really more of a "how to" guide for discovering the personal truths that make you gloriously unique."

- Christopher Wilshire, CEO, Egg Strategy

"An industry veteran with decades of expertise under his belt, when DP talks about personal branding, people listen—quite literally in his great podcast series, NONFICTION BRAND, which served as the basis for this fantastic book that explores the many faces and stories of self-branding."

- Balázs Ferenczi, Contributing Editor, Fratello.com

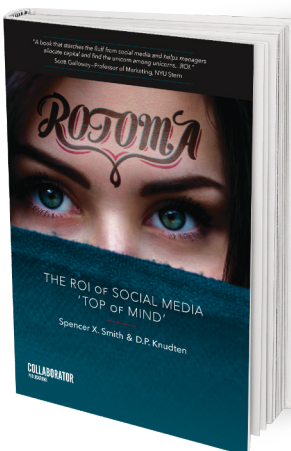
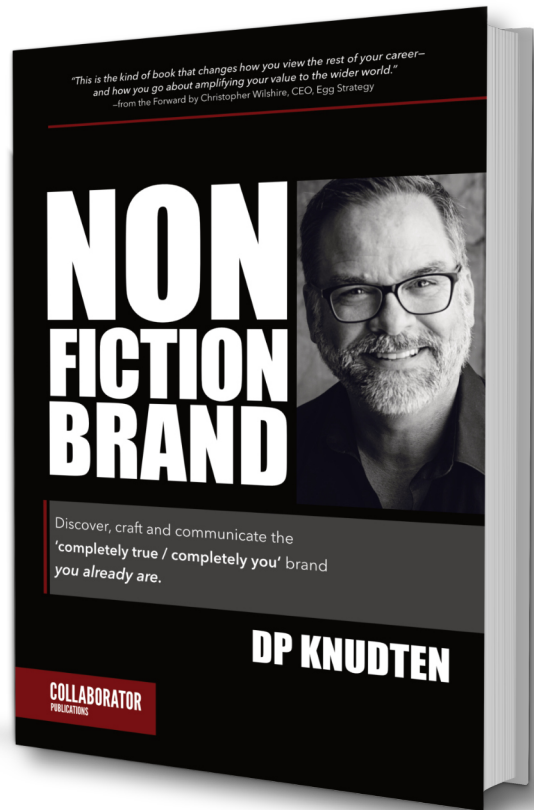


NONFICTION BRAND with DP Knudten

▶ LISTEN NOW

The NONFICTION BRAND podcast features host DP Knudten and special guests like Mark Schaefer, Kate Toon, Andy Crestodina, Molly Mahoney, and Jay Baer talking about the latest in social media and digital marketing with a special emphasis on the much needed, but often misunderstood realms of personal and small business branding.
New episodes premiere every Monday.

Available on
amazon.com



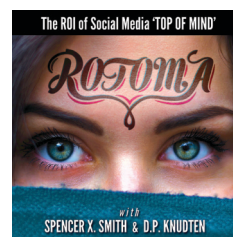
ROTOMA The ROI of Social Media 'Top of Mind' Spencer X. Smith & DP Knudten

Available on
amazon.com

Move over Gary Vaynerchuk...

Takeaways as prevalent as Gary Vaynerchuk's book Jab, Jab, Jab, Right Hook." DP and Spencer's book was as hard to put down as that one was for me.

-Wayne Breitbarth, ★★★★★ Amazon review



The ROTOMA Podcast with Spencer X. Smith & DP Knudten

▶ LISTEN NOW

Spencer and D.P. are the "gurus" of social media for any advisor who wants to step out and differentiate him/herself. Their book ROTOMA has changed how I think about using LinkedIn for my business connections. Who doesn't love to gain quick ideas in a short 20 mins each week? They have officially re-shaped my marketing strategies and continue to give new insights with each podcast!

-kcskid, ★★★★★ Apple Podcasts review

Both podcasts are available for download on Apple Podcasts, Google Play Music, Spotify, Stitcher and just about anywhere fine podcasts are FREE.

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AUDIENCE / EVENT PRODUCER REACTIONS

"If you are looking for someone to speak about marketing and branding that is consistent with your culture and tells your company's story, DP is worth more money than he is charging."

- Erin Ogden, Ogden Glaser Shaefer LLP

"DP's talk on Brand and Culture greatly exceeded my expectations. We have had great feedback from DP's talk and would highly recommend him to anyone who is looking for a talk that will challenge their audience!"

- Diana Pastrana, Event Coordinator, Culture Community

"You are a fantastic speaker, and I really like your authenticity. You really connected with everyone in the audience."

- Leah Roe, Founder, The Perk

"DP was our closing presenter because we knew his topic and energy would keep the crowd until the very end. We wanted our audience to walk away on a high note with actionable ideas that could use when they returned to work. DP delivered in every way!"

- Michelle Czosek, AMPED Association Management

Over 28+ years in the ad industry, I've worked on some of the biggest brands in the business, including Coca-Cola, McDonald's, Great Wolf Resorts, ClosetMaid, and Georgia-Pacific, at agencies like DDB Needham/Chicago and McCann Erickson/Atlanta. A writer by trade, and a Creative Director by long professional experience, I enjoy playing in the intersection between the visual and the verbal, using my NonFiction Branding™ approach to move people—and product.

I also co-wrote (with Spencer X. Smith) the top-selling *ROTOMA—The ROI of Social Media 'Top of Mind,'* am the creator/host of two popular podcasts (*The ROTOMA Podcast*, *NONFICTION BRAND*), and a keynote speaker in the areas of branding, social media / AI, creativity, and culture for groups throughout the USA and abroad.

My latest book *NONFICTION BRAND* codifies my approach to just about everything, and can be summed up in the appropriately Yoda-ese koan:

"Know who you are. So you can be it."

I'm available for presentations to groups of any size (30 minutes to 1.5 hours), half-day or full-day workshops, or any combo that works for your group. I love working with clients, so if you have even an inkling of an idea of what would make your event one to remember, give me a call and let's get collaborating. — **DP Knudten**

RATES AND REFERENCES AVAILABLE ON REQUEST.

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SOCIAL MEDIA / AI

ARE YOU A BOT—OR NOT?

Personal Branding in the Age of AI

**NEW
FOR 2023**

The age of Artificial Intelligence is here whether you like it or not, and being a human during this disruptive era is going to be tough—*unless you lean in hard on your humanity.* In this entertaining, and dare I say, enlightening presentation you'll learn to stop worrying and learn to love this technology for its ability to take the 'you' you truly are, and serve it up to an entire world of opportunity—all without losing that which makes you truly unique.

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CONTACT DP ASAP

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