

"Our attendees scored DP as the highest-rated speaker we've ever had."

- Kenn Busch, Event Director, Decorative Surfaces Conference

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 has 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 SocialMedia '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-esque 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.

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

BRAND vs. COMMODITY

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

Commodities are bought for the lowest price possible. But brands? They're 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.

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 right answer is: BOTH.

SOCIAL MEDIA / AI

ARE YOU A BOT OR NOT?

Personal Branding in the Age of AI

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

"🔥🔥🔥 Highly recommended!"

A spectacularly useful guide to personal branding."

Jay Baer, NYT bestselling author, *Talk Triggers*

Available on
amazon

