



Keynote speaker **Michael Maslansky** is CEO of masalnsky + partners. Michael advises Fortune 500 corporations, industry associations, major litigation practices and non-profit organizations on language strategy and messaging issues. He is the author of [The Language of Trust: Selling Ideas in a World of Skeptics](#). Clients that have sought Michael's counsel include FedEx, Morgan Stanley, Procter & Gamble, UBS and The Walt Disney Company. He has also worked with a wide range of industry associations including the Financial Services Roundtable, Pharmaceutical Research and Manufacturer's Association, the Personal Care Products Council, the Direct Marketing Association, and the New Orleans tourism industry.

How CEOs, companies, and entire industries communicate - whether during crises, in advertising and public relations campaigns, or with investors, Congress or the American people - often means the difference between success and failure.

Clients from PepsiCo to eBay to Microsoft to Starbucks turn to Michael to understand the public mood, challenge conventional wisdom and transform not just what they say to key audiences - but how they say it.

Michael shares with clients his in-depth understanding of hot-button issues in banking and financial services, healthcare and pharmaceuticals, corporate social responsibility and non-profits, technology and consumer products, and litigation and politics. Over the years, he has helped Fortune 500 companies position and differentiate their brands and products during good times, and protect their reputations during crisis.

Michael's new book, [The Language of Trust: Selling Ideas in a World of Skeptics](#) was published on May 4, 2010. The book reviews the ...

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### Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Crisis Management
- ☐ Communications
- ☐ Business Trends
- ☐ Business Ethics

