



“You create a Fanocracy by changing the way you think about your customers.”
- David Meerman Scott

If the changes thrust upon us by the coronavirus did anything, they affirmed how much we value human connection in our daily lives. **David Meerman Scott**, who helps companies and organizations define strategies to grow business, has been researching this idea of human connection for some time. He spotted the online content revolution in its infancy and wrote five books about it including *The New Rules of Marketing & PR*, the definitive book on the topic, translated into 29 languages. Now, David’s identified a seismic shift underway. Overwhelmed by nonstop superficial online communication, people are hungry for true human connection. Smart companies and organizations are winning by applying the elements of fandom -it’s not just for celebrities anymore...it’s rocket fuel to grow business.

David’s eleventh and latest book, *Fanocracy*, written with his millennial daughter Reiko, reveals the science behind fandom -the power of making business personal. He establishes how and why people become passionate about the things they love and how any company can create a fanocracy to harness the most energetic customer force in the world: die-hard fans. Companies and organizations of all sorts are doing it, including those from the most unlikely industries. David’s high-energy presentations highlight strategies and success stories of business fandom using bold images and video to energize and inspire audiences.

David’s ideas have captured the attention of respected firms and organizations all over the world -having spoken in over 40 countries and on all seven continents. His groundbreaking ...

Testimonials

“David Meerman Scott was live at our headquarters when he spoke to our worldwide sales and marketing team with live video and WebEx feeds to offices in three countries and many U.S. cities. David’s presentation was informative, interesting and the case studies made it immediately relevant to our business. Many of the global team members commented that they couldn’t wait to get back to their desks to try out some of David’s techniques. That’s exactly the response we had hoped to receive.”

- Wiley.

“David Meerman Scott spoke at our CRM Acceleration Summit as the marketing luminary sharing buyer behaviors and smart marketing trends that are driving message penetration today. We also offered David’s highly acclaimed book to every attendee, which was well received as a continuance to David’s presentation. Our only mistake was to not make David our keynote speaker and give him more presentation time as our audience of sales and marketing executives claimed that he had the best presentation and offered the most valuable information. I would strongly recommend David as a keynote speaker at executive level events.”

David Meerman Scott

Speech Topics

- Social Media
- Sales
- Marketing
- Inspiration
- Entrepreneur
- Communications



