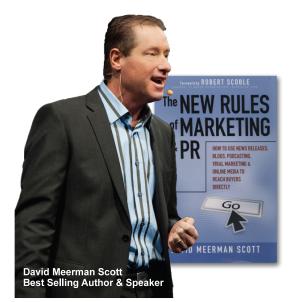# Speakerfile for Publishers

Promoting your authors just got easier with Speakerfile. Our online content management solution and global events network helps publishers and publicists get their authors speaking to more audiences. Now you can professionally showcase the accomplishments of your authors, and manage speaking engagements and appearances like never before.

Showcasing the diverse talents and expertise of your authors.

Speakerfile provides you with a simple to use and affordable solution to:

David Meerman Scott
Best Selling Author & Speaker

Promote your authors online.

Speakerfile provides a simple to use and affordable content management solution that allows you to professionally showcase the accomplishments of your authors. Start building branded speaker sites within minutes, and organize content (links to your author's books, sample talks, topics, etc.) to create a professional online presence.

Manage your authors profiles on their behalf.

Detailed administration and speaker agent functionality allows you to to manage the creation and editing of profiles and handle all event and media inquiries on behalf of your authors.

Draw the attention of event organizers.

A Speakerfile profile demonstrates a higher level of expertise among professionals, and gets your authors in front of event organizers at local and global levels.

Respond faster to requests for speakers and expert sources.

Calls from media and event organizers looking to contact one of your authors as a speaker or expert source are valuable opportunities, but they are also time-sensitive. Speakerfile keeps you informed of these events as soon as they surface, allowing you to respond faster.

Quickly identify new podium opportunities.

Get alerts within Speakerfile to upcoming events that you should be aware of. As a global resource, our system is ideally suited to identifying valuable opportunities in new market sectors or geographical areas, both for speaking engagements and author appearances.

Gather vital session feedback and connections from audiences.

With the upcoming launch of the Speakerfile mobile application, speakers will soon be able to receive confidential audience feedback on their session in key areas. The app also helps build more lasting relationships with audience members through added features, such as a VCard lead builder and social media connection tools.

speakerfile™

1.800.693.9126

www.speakerfile.com

Sample Profile

Speaking Interest & Availability

Key Portfolio Assets

Publications, Pictures, Video Audio, Slides & other docs

Expertise

Speaker Dashboard

Speaking Opportunities, Editing & Metrics

David Meerman Scott — Premium

Title:	Marketing Strategist, Keynote Speaker, Bestselling Author
Organization:	
Location:	Boston, MA, United States
Availability:	Keynote, Panelist, Workshop, Appearance
Fee Range:	$20000 - $50000

Headline: Leading Social Media and Marketing Speaker for Companies and at Conferences Worldwide

Add to Favorites

Social

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Wikipedia profile
Vimeo channel
Amazon author page
iPhone & iPad app
Web Ink Now blog

Publications (12)   Pictures (7)   Video (1)   Audio (1)   Slides & Documents (1)

Bio

I am the leading social media and marketing speaker for companies and at conferences worldwide.

After NewsEdge was acquired by The Thomson Corporation, my position as vice president of marketing was eliminated. I was fired. Sacked. My ideas were a little too radical for my new bosses.

This was in 2002, one of the worst job markets in history.

More...

Expertise

Industries: Computer Software, Computer Hardware, Media - Online, Advertising/Marketing, Internet, Social Media, Direct Marketing, Public Relations and Communications, Computer Networking

Topics: marketing, leadership, social media, public relations

Sample Talks

Title: NEW RULES OF MARKETING & PR

Description: The web has profoundly changed the rules. Smart marketers now communicate with buyers through content-rich Web sites, blogs, YouTube videos, e-books, and other online media that buyers actually want to consume and are eager to share. Filled with dozens of case studies and real-world examples, this a practical discussion about the new reality of PR and marketing.

Speaker Style

Content Focus

Educational ———●——— Entertaining

Strategic ——●——— Tactical

Audience Engagement

Lecture Style ———●——— Interactive

Personal Approach

Formal ———●— Relaxed

+ Additional Sections

Accomplishments, Testimonials, Education & More

speakerfile™