

Ed Berliner

Trusted by corporate, medical, and association audiences nationwide.

Keynote Speaker | Educator | Leadership Clarity in the Age of Influence

Helping Leaders Think Clearly in a World Designed to Distract

Every day, leaders are asked to make high-stakes decisions in an environment shaped by headlines, social media velocity, emotional narratives, and relentless information flow.

Much of it is engineered for reaction — not clarity.

Drawing on four decades inside national broadcast media — and early adoption of social media and AI — Ed Berliner shows leaders what's happening beneath the surface of modern messaging and how to think independently, respond strategically, and lead with credibility when the noise is loudest.

Ideal Audiences Include:

- Corporate annual meetings.
- Leadership conferences.
- Industry conventions (specialties in medical, legal and C-suite audiences).
- Executive retreats.
- Human Resources education.

What Ed Brings to the Stage



- A clear understanding of how modern media influences perception and behavior.
- The ability to recognize emotional manipulation before it drives reaction.
- Tools to evaluate information beneath surface narratives.
- Greater confidence in decision-making under pressure.
- Stronger communication rooted in credibility and steadiness.
- A renewed commitment to disciplined leadership accountability.

Flagship Keynote: **”Trust in the Age of Noise: How Media & AI are Rewriting Credibility”.**

In this powerful keynote, Ed reveals how media systems, social platforms, urgency-driven headlines, and AI shape perception — often without our awareness.

Leaders learn how narratives are constructed, why outrage spreads faster than accuracy, and how emotional messaging influences teams, customers, and markets.

Most importantly, they learn how to step back from reaction, evaluate what's real, and make decisions that reflect clarity rather than chaos.

This keynote is not about politics.

It's about independent thinking, disciplined analysis, and trusted leadership in environments shaped by influence.

Supporting Programs:

“Attention is the New Currency: What Broadcasters Learned the Hard Way”.

Understand why attention - not information - is now the scarcest resource professionally and personally.

“AI Didn’t Break the Media - It Exposed It”.

Gain a realistic, non-hyped understanding of what AI does and what it doesn't do.

Testimonials

- ***“Ed’s subject mastery and command of the stage elevate every program.”.***

Barry Hein, Medical Conference Manager, “Medscape Live”

- ***“Ed has a rare gift for storytelling and education that genuinely changes lives”.***

Dr. Richard Lapchick, Founder, UCF DeVos Sports Business Management

- ***“No one is better prepared, or quicker on his feet, in front of every audience”.***

Melissa Fronstin, Global Meeting Manager for Conferences and Events

Technical & Logistics Snapshot

- Ed works closely with planners to ensure clarity, alignment, and a smooth on-site experience.
- Standard keynote length: 30-60 minutes (On-site and Virtual).
- Q&A: Optional.
- AV: Lavalier mic preferred; confidence monitor helpful but not required. When used, visual elements are minimal and coordinated in advance with event production teams.
- Slides: Minimal and purpose-driven when used.

Next Steps

When clarity matters, leadership matters.

Let's talk about bringing disciplined thinking to your next event.

 **Contact Ed Berliner**