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CONTROL THE **NARRATIVE**™

THE EXECUTIVE EVENT PLANNER'S BRIEF

How to Bring **Clarity**,
Credibility and **Impact**
to Your Next Event

ED BERLINER

KEYNOTE SPEAKER | EDUCATOR | LEADERSHIP COMMUNICATOR

*Trusted by corporate, medical, and association
audiences nationwide.*



ENGAGE

Executive audiences with relevant, timely insights.



EDUCATE

Cut through the noise of media, AI, and influence.



EMPOWER

Leaders to think clearly and make better decisions.



ELEVATE

Communications that build trust and credibility.



DRIVE IMPACT

Inspire action and strengthen organizational performance.



DELIVER

A professional, seamless experience from start to finish.



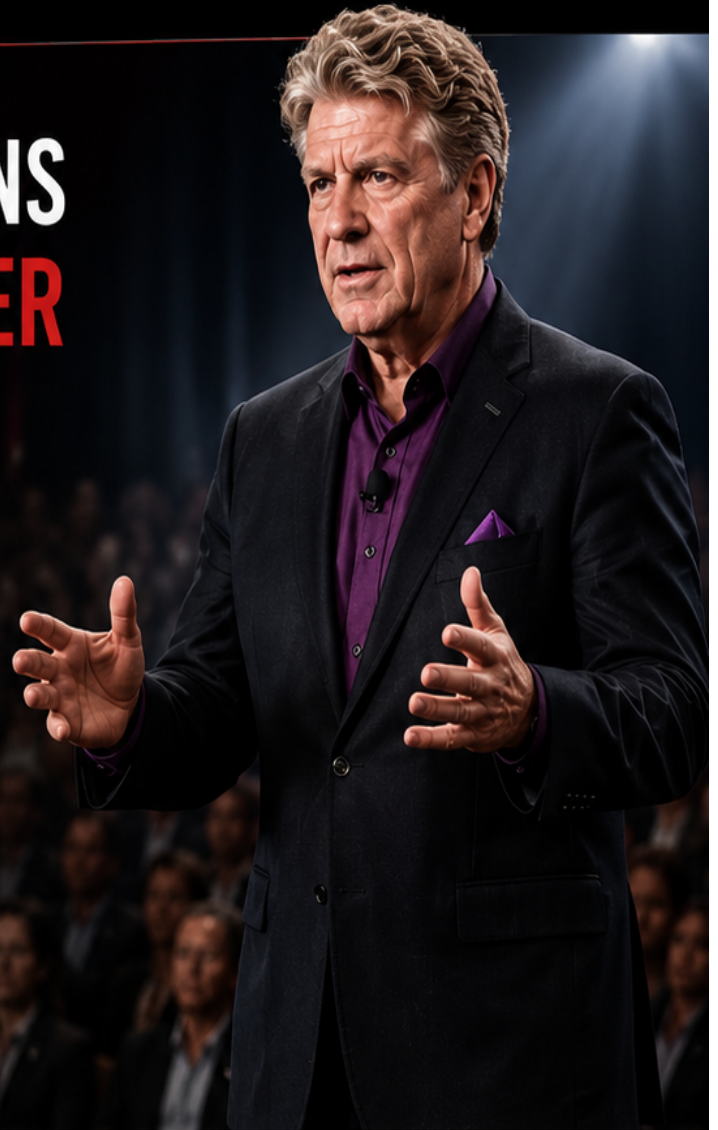
WHY ORGANIZATIONS INVITE ED BERLINER

Today's leaders don't suffer from a lack of information. They suffer from too much of it.

Headlines compete for attention. Social media rewards emotional reactions. AI delivers instant answers with remarkable confidence—but not always accuracy.

For more than four decades, Ed Berliner has helped audiences understand how influence shapes perception, how narratives are built, and how leaders can make better decisions when clarity matters most.

Your audience leaves with practical tools—not politics—to think independently, communicate with confidence, and lead with credibility.



AUDIENCES INCLUDE:



Corporate
Leadership
Meetings



Executive
Retreats



Medical
Conferences



Association
Conventions



Legal &
Professional
Organizations



Human
Resources
Leadership



40+
YEARS
In Broadcast
Media



2X
EMMY®
AWARD WINNER
10-Time Emmy
Nominee



TRUSTED VOICE

Insights delivered to corporate,
medical, and association
audiences nationwide.

WHAT YOUR AUDIENCE WILL TAKE AWAY



THINK MORE CLEARLY

Recognize the difference between information and influence.



MAKE BETTER DECISIONS

Slow down emotional reactions and improve judgment under pressure.



UNDERSTAND AI

Separate genuine capability from marketing hype.



BUILD TRUST

Communicate with credibility during uncertainty.



LEAD WITH CONFIDENCE

Develop disciplined thinking that strengthens organizations.



FLAGSHIP KEYNOTE

TRUST IN THE AGE OF NOISE

How Media & AI Are Rewriting Credibility

Media, social platforms, and artificial intelligence increasingly shape what people believe before they have time to think critically.

This keynote helps leaders understand how narratives are constructed, why emotional messaging spreads so quickly, and how to respond with clarity instead of reaction.

Participants leave with practical strategies for evaluating information, improving communication, and making sound decisions in today's rapidly changing information environment.

ADDITIONAL PROGRAMS



ATTENTION IS THE NEW CURRENCY

Understand why attention—not information—is now the scarcest resource.



AI DIDN'T BREAK THE MEDIA—IT EXPOSED IT

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



CUSTOM PRESENTATIONS AVAILABLE

Each presentation is tailored to your audience, objectives, and event goals.

FLAGSHIP KEYNOTE

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AUDIENCES INCLUDE:



CORPORATE LEADERSHIP MEETINGS

Inspire leaders to think critically and communicate with confidence.



EXECUTIVE RETREATS

Sharpen decision-making in a world of constant distraction.



MEDICAL CONFERENCES

Deliver clarity on issues that impact patient care and trust.



ASSOCIATION CONVENTIONS

Engage members with relevant, timely, and actionable insights.



LEGAL & PROFESSIONAL ORGANIZATIONS

Strengthen credibility and leadership in high-stakes environments.



HUMAN RESOURCES LEADERSHIP

Build stronger communication and trust across your organization.

STANDARD LOGISTICS



30-60 MINUTES

KEYNOTE



VIRTUAL OR IN-PERSON

FLEXIBLE DELIVERY



LAVALIER MIC PREFERRED

PROFESSIONAL QUALITY



MINIMAL SLIDES

VISUALS THAT SUPPORT THE MESSAGE



CONFIDENCE MONITOR HELPFUL, NOT REQUIRED

OPTIONAL



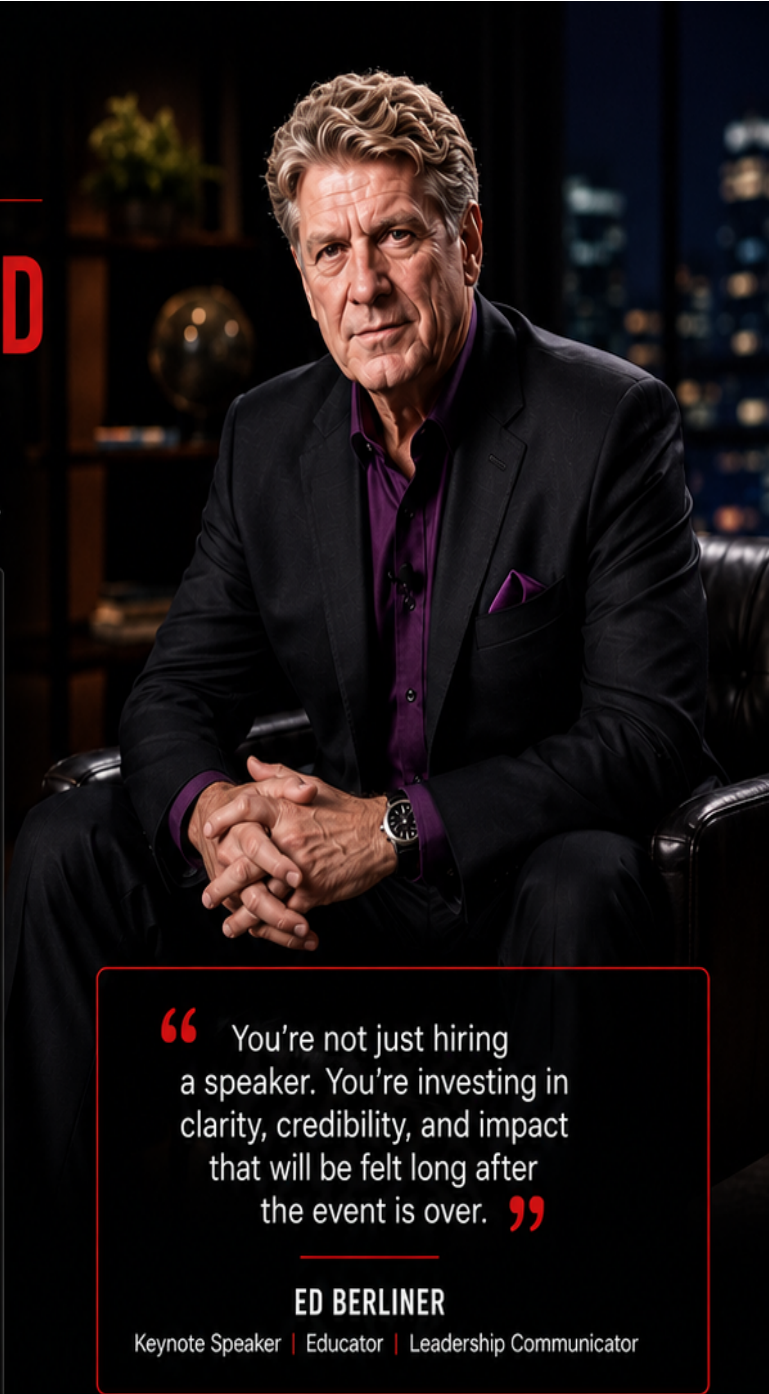
“Ed’s ability to cut through the noise and deliver clarity our teams can act on is unmatched.”

— MEETING PLANNER, FORTUNE 500 COMPANY
Corporate Leadership Summit

WORKING WITH **ED**

A PARTNER. A PROFESSIONAL. A FORCE MULTIPLIER.

From our first conversation to the final applause, Ed makes the process seamless and the results powerful.



THE ED BERLINER DIFFERENCE



FOCUSED ON YOUR OBJECTIVES

Every keynote is tailored to your goals, your audience, and your event.



CLEAR AND COLLABORATIVE

Open communication, honest guidance, and a true partnership from start to finish.



PREPARED AND PROFESSIONAL

Decades of experience on the biggest stages means you can count on flawless execution.



AUDIENCE-CENTERED APPROACH

Ed connects with audiences of all sizes and leaves them thinking, not just clapping.



MEASURABLE IMPACT

Practical takeaways that drive better decisions long after the event ends.

“ You’re not just hiring a speaker. You’re investing in clarity, credibility, and impact that will be felt long after the event is over. ”

ED BERLINER

Keynote Speaker | Educator | Leadership Communicator

OUR PROCESS



1. CONNECT

We start with a conversation to understand your goals, audience, and event vision.



2. CUSTOMIZE

We design the perfect keynote or program to deliver maximum relevance and impact.



3. PREPARE

We handle every detail so you can focus on your attendees and your objectives.



4. DELIVER

Ed delivers a high-energy, content-rich experience that engages, educates, and inspires.



5. FOLLOW UP

We provide resources and insights to help extend the impact beyond the stage.



Exceptional! Ed’s ability to make complex issues simple and actionable is unmatched. Our attendees are still talking about it. ”

– HR DIRECTOR

FORTUNE 100 COMPANY

IS ED A GOOD FIT?

Every event is unique.
Here's where Ed delivers the most impact.



A CLEAR MESSAGE

Cut through the noise and communicate what matters most.



ENGAGED AUDIENCES

Connect, energize, and hold attention from the first word to the last.



CREDIBLE INSIGHTS

Real-world experience that builds trust and drives action.



PRACTICAL TAKEAWAYS

Tools and strategies your audience can use immediately.



LASTING IMPACT

Ideas that continue to influence decisions long after the event ends.



“ Ed has a rare ability to inform, entertain, and inspire—while equipping audiences with ideas they can put into action right away. ”

ED BERLINER

Keynote Speaker | Event Host | Media Strategist
Leadership Communicator

PERFECT FOR:



PLENARIES &
GENERAL SESSIONS



LEADERSHIP &
STRATEGY SUMMITS



CONFERENCES &
CONVENTIONS



EXECUTIVE
RETREATS



CORPORATE &
ASSOCIATION EVENTS



COMPANY OFFSITES &
TEAM EVENTS



LET'S MAKE SURE IT'S A FIT.

Ed is a strong fit if you're looking for:

- ✓ A thought leader who challenges assumptions
- ✓ A communicator who educates and entertains
- ✓ A partner who prepares, collaborates, and delivers
- ✓ A professional who respects your time and your audience

If that sounds like what you need, let's talk.



LET'S START A CONVERSATION
ABOUT YOUR NEXT EVENT.



BOOK ED FOR YOUR
NEXT EVENT
Availability is limited.



SCHEDULE A CONVERSATION
and discover how Ed can help
make your event extraordinary.



CONTROL THE **NARRATIVE™**

WHEN CLARITY MATTERS, LEADERSHIP MATTERS.

ED BERLINER HELPS LEADERS
CUT THROUGH THE NOISE, BUILD TRUST,
AND LEAD WITH CONFIDENCE.



CLARITY

Sharpen your message.
Focus on what matters.



CREDIBILITY

Build trust with your audience,
your team, and your stakeholders.



IMPACT

Inspire action, drive decisions,
and leave a lasting impression.

LET'S CREATE AN EXPERIENCE THAT
INFORMS, INSPIRES, AND DELIVERS RESULTS.

I look forward to helping make your next event unforgettable.



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edberlinerspeaks.com

Ed Berliner

KEYNOTE SPEAKER | EVENT HOST
MEDIA STRATEGIST | LEADERSHIP COMMUNICATOR

EXPERIENCE. INSIGHT. IMPACT.

THAT'S THE ED BERLINER DIFFERENCE.