

# Keynote Speaker Overview & Planning Guide

Thought leadership on media, AI, education and decision-making - tailored for organizations and events.

## Who This Is For

Event planners booking:

- Corporate meetings.
- Leadership conferences.
- Industry conventions.
- Executive retreats.
- Human Resources education.

## What Ed Brings to the Stage

- Clear, practical insight into how modern media and AI shape attention, trust, and decision-making.
- Real-world perspective from decades in live broadcast and news environments.
- A conversational, audience-aware delivery style that works equally well for executives and teams.
- Content that connects professional challenges with personal impact.

## Signature Topics

- Decision-making in a media-saturated, AI-accelerated world.
- Leading with clarity when information never stops.
- Managing attention, trust and credibility.
- Understanding how media habits shape culture, leadership & performance.

## Audience & Format Questions

- Who is the primary audience? (executives, managers, teams, mixed).
- What is the key challenge or opportunity this audience is facing right now?
- Is the goal inspirational, education, alignment or a mix?
- Is Q&A, interaction or follow-up discussion desired or required?
- Where does Ed's speech sit in the overall agenda? (Open, Mid-program, Closing?)

## Customization & Collaboration

Each keynote is refined based on:

- Industry.
- Audience makeup.
- Event goals.
- Time constraints.

## Technical & Logistics Snapshot

- Ed works closely with planners to ensure clarity, alignment, and a smooth on-site experience.
- Standard keynote length: 30-60 minutes (Options available).
- 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

To explore availability and fit:

 Contact Ed Berliner