



Speaking Background



I am an accomplished speaker with 15 years of experience addressing audiences of all sizes. I'm known for being able to demystify complex concepts and explain them in understandable terms. My presentations combine wit, historical perspective and insight gained from 25 years of experience as a technology journalist. I like to tell stories, give examples and punctuate my observations with pointed, witty and surprising comments from readings and personal anecdotes.

Many of my speaking engagements today involve explaining and evangelizing social and online media to skeptical business executives. Often, it's the marketers who invite me to come in and speak to their bosses in plain English, demonstrating the power and opportunity of these new channels.

I also have years of experience as a moderator, session speaker and panelist at scores of technology events. These include more than 10 appearances at the giant Comdex conference, where I was also an advisory board member.

I was instrumental in launching the conference business at [TechTarget](#) in 2001 and was on-stage host for all TechTarget conferences during their first two years, a total of more than 15 events. In this capacity, I also interviewed many top industry executives on stage, earning a reputation for asking probing questions while skillfully managing interactions between speakers and audience.

See my full bio below.



Client Quotes

"Paul's subject matter is essential knowledge for media professionals. His insights are deep but accessible, practical and entertaining. They got our group talking and thinking."

Shirley Powell

Senior VP, Turner Broadcasting System, Inc.

"His perspective was interesting, meaty and fresh. I truly think he had everyone captivated. People are still talking about how much they enjoyed it."

Diane Hessian

CEO, [Communispace](#)

"Paul Gillin has a wonderful ability to translate anecdotes and business knowledge into actionable information. His presentation to our user group was a 'sit up and take notice' type of event."

[Roberta Carlton](#)

*Marketing Director, [B*tween Productions](#)*

"One of the best webinars I've attended. The content was useful and extremely relevant; so many webinars are glorified sales pitches, but this one was right on the money!"

Liz Bissel

Assistant Vice President, Marketing, MountainOne Financial Partners

Attendees were asked to rate your session on a scale of 1-5 (with 5 being the highest).

Your session was rated 4.4, very high indeed!

Stacey Thornberry

Conference Manager, International Association of Business Communicators

"I've attended many, many webinars, and I can not even begin to tell you what an incredible experience this was."

[Erica Marie DeWolf](#)

"Paul is interactive, engaging, and fun. His conclusions are based upon solid research and he is visionary in his understanding of the underlying forces driving social media."

Thomas J. Lynch III, Ph.D.

CIO, Worcester Polytechnic Institute

"The speaker's presentation skills were: Excellent: 26; Good 4; Fair: 0; Poor: 0"

[IABC 2008 Heritage Region Conference](#) Session Evaluation



Selected Speaking Engagements

Recent Keynote Presentations

- [New Marketing Summit, Oct., 2008](#)
- [IABC 2008 Research and Measurement Conference, Oct., 2008](#)
- [JCI MetNet, NYC, July, 2008](#)
- [PRSA Digital Impact Conference, NYC, June 9, 2008](#)
- [Infopresse Interactive Marketing conference, Toronto May, 2008](#)
- [New England Direct Marketing Association Annual Conference, May, 2008](#)
- [Canada's Next Top Ad Exec Awards March 25, 2008](#)
- [Inc. Magazine Executive Technology Breakfast, Jan. 2008](#)
- [Massachusetts Technology Leadership Council, Jan., 2008](#)
- [Executing Social Media, Sept., 2007](#)
- [RightNow Technologies User Summit, Aug. 2007](#)
- [New England Direct Marketing Association Annual Meeting, June, 2007](#)

Earlier Keynote Presentations

- [BMC Software User Group](#)
- [Business Objects User Group](#)
- [Cognos User Group](#)
- [COMMON](#) – an IBM user group (three times)
- [Guide](#) - an IBM user group
- [International Oracle User Group](#)
- [J.D. Edwards User Group](#) Conference
- [New Communications Forum](#)
- Segue Software User Group
- [The MIT Conference on Information Quality](#)

Recent Speeches/Webcasts

- [How To Become A Thought Leader For \\$0, Dec., 2008](#)
- [Cable & Telecommunications Association for Marketing Summit, Nov., 2008](#)
- [Social Media Marketing: Where to Begin; A PRSA teleseminar, Nov., 2008](#)
- [Nuance Conversations 2008, Oct., 2008](#)
- [Using Online Conversations to Turbo-Charge Your Business, Oct., 2008](#)
- [PRSA 2008 International Conference, Oct., 2008](#)
- [IABC Heritage Region 2008 Conference, Oct., 2008](#)
- [How Web 2.0 Can Ruin Your Online Marketing - BtoB magazine webcast, July, 2008](#)
- [Using Social Media to Boost Travel Marketing, PRSA Conference, June, 2008](#)
- [Bulldog Reporter Media Relations Summit, April, 2008](#)



- [New Communications Forum, April, 2008](#)
- [The Future of Journalism in a Social Media World, May, 2008](#)
- [Digital Imaging Marketing Association, Jan., 2008](#)
- [Executing Social Media Conference, Atlanta, Nov., 2007](#)
- [Cymfony Webcast on Social Media Influence, Nov., 2007](#)
- [Direct Marketing Association Virtual Seminar: Oct., 2007](#)
- [Blog World Expo - Las Vegas, Nov. 2007](#)
- [Getting Results Using the New Online Social Media - Networking University Webcast, Oct., 2007](#)
- [Insurance Media Association 2007 Annual Meeting \(Co-Keynote\)](#)
- [American Marketing Association Webcast, Oct., 2007](#)
- [The New Media Revolution - American Marketing Association, Oct., 2007](#)
- [2007 PRSA International Conference, Sept. 2007](#)
- [Marketing Matters Live - American Marketing Association Radio, Sept., 2007](#)
- [Marketing to the Social Web – A PRWeek/Racepoint Group Webcast, Sept., 2007](#)
- [B-to-B Meets Social Networking: Talk to the Leaders in Digital Communities - American Business Media, Aug. 2007](#)
- [Massachusetts Technology Leadership Council Sales & Marketing Roundtable, Feb., 2007](#)
- [Web 2.0 -- Technology and the Enterprise, Massachusetts Technology Leadership Council Annual Meeting, Jan., 2007](#)
- [Webcast seminar: Getting Results Using the New Online Social Media](#)



Recent Speaking Topics

Secrets of social media marketing

Social media marketing, in its many forms, has taken the business world by storm. The compelling speed, cost-effectiveness, and customer engagement benefits of social media campaigns are rewriting the rules of marketing. But so much is happening so fast that it's impossible to keep track of all the options. The good news is that you don't have to boil the ocean. Effective social media campaigns require a disciplined approach to setting strategy, choosing tools and building customer affinity. Stay focused and you'll be fine.

Best practices are already emerging. In his new book, *Secrets of Social Media Marketing*, Paul Gillin outlines nearly 100 tips from early innovators, covering everything from technology selection to results tracking to ROI. In a presentation rich with examples, vignettes and video clips, he shares insights on how to simplify choices and build effective campaigns.

Social Media Marketing: Where to Begin?

PR professionals are being bombarded by new ways to reach influencers. New technologies and services explode on the scene and then fade from view. It's hard enough just to keep up with the options, much less make intelligent choices.

Don't be paralyzed by choice. You can put social media to work for you right now by analyzing your strategy and narrowing your options. The key is to match the media to the objective and to use a mix of channels to reach the right influencers.

This presentation provides an overview of social media channels with a strengths/weaknesses analysis of each. This practical analysis is combined with ample case studies and real-world examples of how PR pros are already leveraging social media to reach a new class of influencers.

The New Influencers: How Social Media are Revolutionizing Media and Markets

Social media will profoundly disrupt the media and marketing industries by changing economic and influence models that have existed for generations. Today, some bloggers and social news sites generate more traffic than big-name mainstream media, and they do it at a tiny fraction of the cost. Their highly outsourced publishing structure is a new style of journalism and their approach to building audience and awareness is unlike anything ever done in traditional media. This will have far-reaching ramifications for established institutions. We are in the early stages of a shift that will shake the business and media



worlds to the core. Paul Gillin's keynote presentation will explore these disruptive forces, as well as the goals and motivations of the new influencers and look ahead to the changes they have initiated. He'll point to numerous examples of how the new influencers are already affecting markets and offer guidance for media and marketing professionals who are trying to cope with the impact

Understanding the New Influencers: Promise and Perils of the Blogosphere

Not long ago, you could count on your fingers and toes the number of people who shaped public opinion about your company. No more. Today, a new class of opinion leaders has emerged in an electronic free-for-all called the blogosphere. Bloggers, podcasters and micro-site publishers present both an opportunity and a problem for marketers. These new influencers can quickly shape opinions about your company by spreading information and opinions through the power of the hyperlink. Their power can be devastating, but it can also be a valuable source of insight and low-cost viral marketing. You can understand and influence the blogosphere, even turn it to your advantage. Learn how this new media channel works and how to harness it to establish new connections to your customers and the traditional media. Understand the risks of inaction and learn about the first steps you should take to become a player in this emerging media world.

Coping With a World Where Messages Don't Matter

Social media like blogs, podcasts and social networks are creating new centers of influence, and that has enormous implications for the public relations profession. The motivations and goals of bloggers and online group leaders differ markedly from those of journalists. Connecting and engaging with these new influencers requires new strategies and tools. Author Paul Gillin describes the insights he gained from talking to scores of bloggers and podcasters in researching his new book, *The New Influencers*. He offers perspective on the behavioral and ethical standards that are evolving online and offers recommendations for how PR professionals can tap new media to become influencers themselves.

Uncovering the Business Value of Social Networks

Social networks have been on a stunning three-year growth rampage that has embedded them firmly into the culture of the world's wired countries. So now what? Despite their popularity, most social networking companies have struggled to identify a business model beyond sponsored profile pages and keyword advertising. That isn't going to translate into many billion-dollar valuations.

The biggest opportunity for many social network companies may be in making their services and expertise indispensable to business. This means adapting them as tools for collaboration, knowledge management and commerce. Critical to this process is



understanding the value that business users are already finding in current services and understanding their reservations about adopting them more broadly. This presentation focuses on what's working and what isn't in the corporate world and how social networking features can be adapted to a wider variety of business uses.

How Social Media is Changing Business

Blogs, podcasts, social networks and online videos are creating new centers of influence. The emerging world of social media presents exciting new opportunities for businesses to communicate directly with key constituents in ways that were unimaginable just a few years ago. Intermediaries are no longer necessary. You can now take your message directly to your public with minimal cost and waste. Marketers who can successfully reinvent themselves as content providers can bond with their customers in ways they could never before imagine.

It's an unprecedented opportunity, but it's also a complex new world, with plenty of standards, practices and pitfalls that are foreign to most marketers.

Paul Gillin, an authority on the use of blogs, podcasts, online videos and social networks for marketing and on customer relations, will provide strategic insight on how businesses can benefit from engaging with social medias.

Using concrete examples from his book, "The New Influencers: A Marketer's Guide to the New Social Media," Paul will offer tips on how marketers can leverage new digital channels to create customer relationships built on trust and conversation.

Going Online To Find New Influencers

Many PR pros are interested in engaging with the new class of online influencers who use blogs, video, social networks and other services to talk about products and companies. But finding these people can be a daunting task. Google indexes only about 20% of the Web and can't get inside many of the new password-protected social networks. Vast photo- and video-sharing sites are all but invisible to text search. Much of the Web can't be seen without using specialized search engines and navigation aids. Fortunately, you can penetrate the invisible Web with a handful of tools and tactics. In this demonstration, Paul Gillin shows the secrets of using free online tools to find influencers who don't show up in standard Google searches and offers advice on how to engage them and develop them as street-level marketers.

Customer Service Is the New Game-Changer

Not long ago, businesses-customer engagement was limited other almost entirely to the point-of-sale and the call center. Today, the dynamics have changed completely. Customers are armed with blogs, Facebook groups, recommendation engines and social



shopping sites. They willingly share their good and bad experiences with each other and without the permission and involvement of the companies they do business with. Customers increasingly control the brand and image of the companies they do business with.

This is a little scary, but also exhilarating. While businesses can no longer control what customers say about them in open forums, they can improve their reputation and customer loyalty by becoming involved in those conversations. This requires speed, transparency and a willingness to listen. The payoff is vastly better feedback, improved competitive intelligence and innovative customer ideas for new products and services. By taking the lead in online customer engagement, customer service organizations can enhance their value to the organization and pave the way toward a new kind of seller/buyer partnership.

Paul Gillin defines the new dynamics of the customer-empowered market and advises on tactics and tools that customer service managers can use to leverage online relationships.

Tubo-Charge Small-Business Marketing With Social Media

A host of new online tools are now available that small business owners can use to showcase their expertise, find new customers and build their businesses. Blogs, podcasts, digital video and social networks are revolutionizing markets, offering business owners new ways to find and connect with customers around the world at little or no cost. This session introduces the most popular social media concepts and provides step-by-step advice on how to put them to work for your business.

How to Become a Thought Leader for \$0

A new generation of online tools can amplify the voice of individuals and turn them into thought leaders with amazing speed. Blogs, podcasts, digital video and social networks enable educators and colleges to bypass expensive advertising and media gatekeepers to take their messages directly to their constituents. With expertise, dedication and savvy use of search engines and syndication, you can now reach a targeted audience with minimal cost and waste. Researchers no longer have to wait for approvals by publication boards. They can vet their work in public, gain valuable feedback and publish their work directly to the Web. This session introduces the most popular social media concepts and provides step-by-step advice on how to put them to work.

Tubo-Charge Business Marketing With Social Media

A host of new online tools are now available that businesses can use to showcase their expertise, find new customers and build their businesses. Blogs, podcasts, digital video and social networks are revolutionizing markets, offering business owners new ways to find and connect with customers around the world at little or no cost. This session



introduces the most popular applications of social media and provides step-by-step advice on how to put them to work for your business.

You'll learn:

- How companies can encourage customer conversations and protect their brand
- How to use customer conversations to create an ongoing feedback loop that leads to new product ideas and improvements
- Best practices from companies that are using online conversations to learn more about their customers, provide better support, and sell more products.

Profiting from Engagement: Why Content is the New Currency of Marketing

The language of business-customer interaction has changed forever. Today, customers are empowered with electronic tools that deflect nearly every kind of marketing message. Armed with blogs, Facebook groups, recommendation engines and social shopping sites, they now eagerly share their good and bad experiences without the permission and involvement of businesses or the media. Customers control the brand and image of the companies they do business with.

This is a little scary, but also exhilarating. For the last two centuries, businesses have been prisoners of media gatekeepers who controlled the channel to the customer. Media was limited and expensive, which meant that messages had to be delivered in 30-second sound bites. Marketers used that precious time to sell because time was so scarce.

Today, the rules have all changed. While marketers can no longer control what customers say about them, they can become welcome participants in these conversations, and they can do it for small money. Marketers no longer need the media; they ARE the media. The 30-second spot has been obliterated. By using the same tools as their customers, marketers can shape and refine their messages in collaboration with their constituents over a long period of time. All they need to do is think like publishers.

The new marketing discipline demands speed, transparency and a willingness to listen. The payoff is vastly better feedback, improved competitive intelligence and innovative customer ideas for new products and services. Marketing organizations today have the power to enhance their value to the business and pave the way toward a new kind of seller/buyer partnership, one in which interaction and shared value define the rules of engagement.



Social Media Crash Course

This course (minimum 2.5-hour duration) provides a comprehensive introduction to social media, an overview of technologies and tools, numerous examples of business successes and failures and an overview of standards, norms and behavioral principles for social networks.

- Topics include:
- Definition and background
- Key terms
- How influence works online
- Monitoring online conversations
- Opportunities for businesses
- Developing a content model
- Positioning and voice
- Generating awareness
- Social network concepts
- Mashups
- Using social media for customer support
- Online behavioral standards
- Choosing the right tools for your needs



About Paul Gillin

Paul Gillin is a veteran technology journalist with more than 25 years of editorial experience. Since 2005, he has advised marketers and business executives on strategies to optimize their use of social media and online channels to reach buyers cost-effectively. He is a popular speaker who is known for his ability to simply complex concepts using plain talk, anecdotes and humor.

Paul was previously founding editor-in-chief of TechTarget, one of the most successful new media entities to emerge on the Internet. Prior to that, he was editor-in-chief and executive editor of the technology weekly Computerworld for 15 years.

His critically acclaimed 2007 book, *The New Influencers*, chronicles the changes in markets being driven by the new breed of bloggers and podcasters. Among the more than 100 positive published reviewers of *The New Influencers* were *The Wall Street Journal*, *The San Jose Mercury News* and the BBC. The book was also awarded a silver medal in the business category by *Foreword* magazine. His next book, *Secrets of Social Media Marketing*, will be published in the fall of 2008.

In addition to his consulting and speaking, Paul writes columns for BtoB and Deliver magazines and online for Ziff-Davis Enterprise. His work has appeared in scores of publications, including *The New York Times*, *Advertising Age* and the *San Jose Mercury News*. He also writes the popular NewspaperDeathWatch.com blog, as well as his own blog: paulgillin.com.

Paul is a Research Fellow and a member of the advisory board of the Society for New Communications Research and he co-chairs the social media cluster for the Massachusetts Technology Leadership Council. Married with two children, he lives in Framingham, MA, where he lives and dies by the fortunes of the Boston Red Sox.



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