



# BARTON GOLDENBERG

Futurist. Author. Strategist. Speaker.

*“Barton has a great way of taking complex ideas, distilling them down to accessible concepts and explaining them in engaging and easily understandable terms.”*

Allyson Havener - LiveRamp

## Digital Transformation: The Top 10 Impacts on Your Go-To-Market Strategy

89% of executives believe that digitization will disrupt their business in the next year. Yet fewer than 1/3 of executives believe that their digital strategy is correct, and only 21% believe that the right people are setting the digital strategy they need to succeed. Digital disruptors will challenge your business model as they compete for your customers in new ways. Your choice is simple: become a digital disruptor yourself or be left behind. Futurist Barton Goldenberg shares with you the latest trends and thinking in Digital Transformation, and the impact these will have on your go-to-market strategy. Using real-world case studies tailored to your B2B, B2C or B2B2C industry, Barton reviews various approaches to Digital Transformation including costs, resource requirements, and biggest challenges. During the keynote, you will be asked to complete a Digital Transformation Scorecard, so you can judge how well your company is positioned to compete in the digital realm.

## Next Big Thing in Social Media: Private Social Media Communities

Transform the interactions between your organization and its customers into two-way conversations. Capture customers' 'social insights' to build better customer profiles. Discover the most cost-effective way to nurture leads. Using real-world case studies, futurist Barton Goldenberg explains why organizations are increasingly turning to 'private' (or 'branded') social media communities to drive long-term customer satisfaction, loyalty and advocacy through peer-to-peer exchange, best-practices discussions and customer engagement across time zones, geographies and languages. Keynote participants will learn 5 questions to ask to see how they can benefit from private communities in the areas of Customer Support, Distributor Support, 'Voice-of-the-Customer', and/or Knowledge Management.

## Emerging Technologies: The Top 10 Options

Rapidly-evolving technologies are profoundly changing the way organizations deal with customers, partners and employees. Some companies adapt and survive, others do not. Will yours? Futurist Barton Goldenberg tailors this keynote to include the Emerging Technologies most relevant to your B2B, B2C or B2B2C industry: Identity Resolution, Virtual and Augmented Reality, Artificial Intelligence/Machine Learning, Internet of Things, Wearables, Mobile Apps/Mobile Technologies, Personalized Digital Videos, Addressable TV, Digital Portals, Blockchain, or others. During the keynote, participants will complete an 'Emerging Technologies Scorecard' to establish the relevance of each of the Top 10 Emerging Technologies to their businesses. Learn how an Emerging Technologies strategy can help your company deliver better products and services, engage more effectively with customers, reduce costs, and stay one step ahead of the competition.

## Customer Experience: Your 5-Year Roadmap for Success

Customers have almost limitless ways to engage brands, using all kinds of devices across dozens of touchpoints in sales, marketing and customer service. Winning organizations in B2B, B2C and B2B2C industries developed 'engaged customer' strategies to ensure an outstanding customer experience at each touchpoint. The key is to provide exactly the right offer via the customer's desired channel at exactly the right time. Futurist Barton Goldenberg shares his step-by-step, 5-year Customer Experience Roadmap, used successfully by world-class B2B, B2C or B2B2C organizations worldwide. Discover this comprehensive framework that leverages a solid foundation of customer data, includes listening and data analytics tools to secure ongoing customer insights, and penetrates all four customer engagement channels -- traditional media, social media, eCommerce, and Emerging Technologies -- to achieve higher customer acquisition, retention and growth.

## Data Analytics: Turning Customer Data into Business Intelligence

Today, more than 11 billion connected devices are producing some 8 zettabytes of data per year. This will balloon to 80 billion devices and a staggering 180 zettabytes of data by 2025 and continue growing exponentially from there. Companies need to learn how to harness this 'digital firehose' to acquire, retain and grow customer relationships in an increasingly connected and digitized world. Using real-world case studies, futurist Barton Goldenberg examines how organizations are successfully applying data analytics to both traditional and new digital media. Barton shares how B2B, B2C and B2B2C organizations like Amazon, Disney, and Verizon are 'turning customer data into business intelligence' to make better sales, marketing and customer-service decisions. During the keynote, participants are asked to grade each data analytics tool in terms of relevance to their business: Customer Segmentation, Master Data Management, Data Quality Management, Data Modeling, Predictive Analytics, Prescriptive Analytics, Data Warehouses, Data Lakes, ETL Tools and more.

## Customer Relationship Management: Taking CRM Strategy to the Next Level

Spurred by the promise of increased productivity, enhanced sales, improved marketing, better service and lowered costs, CRM has by now been implemented by hundreds of thousands of organizations as an integral component of their go-to-market strategy. Unfortunately, too many organizations still face challenges building successful CRM programs that deliver high user adoption and measurable financial returns. As a CRM pioneer with 30+ years of experience and one of the first three inductees into the CRM Hall of Fame, futurist Barton Goldenberg reveals his 3-step approach to taking CRM strategy to the next level. Using real-world case studies from B2B, B2C and B2B2C industries, Barton shows how to strengthen the customer foundation by tightly integrating CRM with ERP, knowledge management, eCommerce and other systems. He also reveals how to exploit comprehensive customer profiles, and how to grow two-way information exchange with customers to help your organization leverage its CRM investment to its full potential.