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## **Recent Compelling Thought-Leadership Keynotes**

- December 1, 2022 @ MERCADOEXPO: “Escape the Cruel Universe and Live in Your Virtual Dream”
- June 29, 2022 @ Exploring the Metaverse for Associations: [“Crafting Metaverse Strategy”](#)
- June 2, 2022 @ Augmented World Expo 2022: [“How to Develop a Prosperous Business Strategy in the Metaverse”](#)
- May 27, 2022 @ Creatio 2022 Annual Conference: [“Become a Digital Disruptor”](#)
- November 2021 @ Augmented World Expo 2021: [“XR-AR Case Studies in CRM Applications”](#)

## **Barton’s Highest-Demanded Keynotes**

- [Your 8-Step Recipe to do Business Successfully in the Metaverse](#)
- [Why Becoming a Digital Disruptor is Critical to Your Organization’s Survival](#)

## **Videos (click to play)**

- [“Eight Steps to Successfully Integrate VR-XR-AR into Your CRM Efforts”](#)
- [“Why You Should Care About the Metaverse: Personal and Business Impacts”](#)
- [“The VR-AR impact of Sales, Marketing and Customer Service on the financial services industry”](#)

## **Articles**

August 2022 (*CRM Magazine*): [“How Should Metaverse Pioneers Organize Their Efforts?”](#)

June 2022 (*CRM Magazine*): [“You Can’t Duck the Metaverse”](#)

February 2022 (*CRM Magazine*): [“It’s Time to Focus on the Metaverse”](#)

November 2021 (*CRM Magazine*): [“8 Steps to Successfully Integrate VR-XR-AR into Your CRM Efforts”](#)

August 2021 (*CRM Magazine*): [“Six Future-Ready Trends to Boost Your Digital Transformation”](#)

## **Webinars**

- [“How to Maximize Digital Process Impact on Your Go-to-Market Strategy”](#)
- [The 8 Steps to Successfully Integrate Metaverse \(VR-XR-AR\) Into Your CRM Efforts](#)
- [AR & VR Case Studies in CRM Applications](#)
- [“What is a ‘Digital Hotel’, and Why It is Critical to your 2021 Customer Strategy”](#)

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Barton delivers. A recognized thought-leader who applies Metaverse, Digital Customer Community, and CRM technology to support sales, marketing and customer service strategy, Barton’s engaging style and insightful observations challenge audiences and keep them on the edge of their seats. Barton’s keynotes receive [rave reviews](#).

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