

Keynote Abstract

Your 8-Step Recipe to Do Business Successfully in the Metaverse



Within the next 5 years, many customers will insist on communicating with organizations using avatars. They will visit an organization's 3D Metaverse site to purchase goods and services including NFTs. They may start out using existing

credit cards, but eventually will pay using cryptocurrencies. They will receive customer service in the Metaverse. No wonder companies are creating strategies to do business successfully in the Metaverse.

Barton Goldenberg, globally respected and influential author, keynote speaker and futurist (www.bartongoldenberg.com) announces his new keynote: **"How to Do Business Successfully in the Metaverse."** With 70% of all brands forecasted to be present in the Metaverse by 2027, to remain competitive every organization needs to create their Metaverse strategy. While readying your organization's entry into the Metaverse may seem daunting, the consequences of being late to the party or missing the party altogether are dire – just ask Blockbusters, Borders, or Xerox.

Benefits of this Keynote

- Learn what the Metaverse is all about and why it is important for all organizations to create their Metaverse strategy today
- Learn how best-in-class companies (e.g. Acura, Adidas, Fidelity, Gap, Gucci, Ikea, Lockheed Martin, Mayo Clinic, Nike, P&G, Uof Pennsylvania) are currently leveraging the Metaverse to grow sales, marketing more effectively, drive down customer and field service costs, and improve training retention
- Learn a proven 8-step approach to successfully do business in the Metaverse

Keynote Abstract

Become a Digital Disruptor to Ensure Your Organization's Survival



About half the S&P Fortune 500 companies are forecasted to be replaced in the next decade because of disruption. The fall can be swift and painful – just as Blockbusters how quickly Netflix drove them into bankruptcy. Disruption occurs in every successful industry. You must transform to stay in the game. Technology helps you transform.

Barton Goldenberg, globally respected and influential author, keynote speaker and futurist (www.bartongoldenberg.com) announces his

new keynote: **“Become a Digital Disruptor to Ensure Your Organization's Survival.”** While becoming a Digital Disruptor may seem daunting, the consequences of not being one are dire. Every one of today's disrupters – Apple, Netflix, Amazon, Google, Tesla, Airbnb, Cisco – stays ahead of the competition by leveraging technology to successfully transform themselves and their industry.

Benefits of this Keynote:

- Learn about the top 8 digital technology disruptors: AI/ML, IoT, 5G, Blockchain, Quantum computing, Digital Communities, Metaverse (VR/AR/MR), No-Code platforms.
- Discover case studies of how companies are leveraging these technologies to stay one step ahead of their competition.
- Learn the proven, 6-step approach on how to become a successful Digital Disruptor

Keynote Abstract

Digital Customer Communities Connect You 24/7 With Your Customers



Companies are increasingly leveraging private, Digital Customer Communities to foster customer engagement. Think of these communities as a virtual meeting place for your customers. Building your Digital Customer Community drives Voice of Customer into every customer decision you make, increases customer satisfaction and loyalty, provides superior customer support, help nurture leads that shorten the sales cycle, and grows sales (40-70% of community customers surveyed buy more products).

Barton Goldenberg, globally respected and influential author, keynote speaker and futurist (www.bartongoldenberg.com) announces his new keynote: **“Digital Customer Communities Are the Way of the Future.”** In his riveting new keynote, Barton will describe the components of your Digital Customer Community:

- A digital lounge where customers meet for a virtual drink, exchange peer-to-peer stories, resolve service or technical issues, ‘Ask the Expert’ questions, take surveys, complete polls, and participate in forum.
- Digital conference rooms, e.g., your technical conference room, your customer service conference room, your employee-only conference room that customers and employees come in and out of to discuss matters, resolve issues, receive training and more.
- Private customer rooms where you meet with your customers one-on-one to create your annual sales or technical plans, to review these plans on a quarterly basis, and to introduce them to subject matter experts and others to deepen the relationship.



This keynote builds on Barton’s experience since 2011 of building and/or maintaining Digital Customer Communities for ExxonMobil, Kraft-Heinz, AAA, and others.

Benefits of this Keynote:

- Discover how best-in-class companies worldwide benefit from Digital Customer Communities, e.g., enhanced customer engagement, superior customer support, better lead nurturing, two-way dialog with customers.
- Hear real-time case studies of successful Digital Customer Communities and why customers love them.
- Learn an 8-step process to build your successful, Digital Customer Community.