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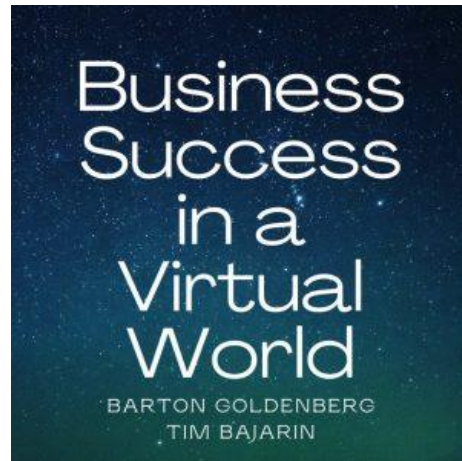
## **Compelling Thought-Leadership Keynotes**

- September & October 2023 @ Creatio: “Technology Trends That Will Change Everything”
- June 1, 2023 @ Augmented World Expo 2023: “Scaling & Deploying XR Projects for Enterprise”
- January 19, 2023 @ National Association of Business Owners & Executives (NABOE): [“What Is the Metaverse & Why It Is Important For Your Future”](#)
- January 6, 2023 @ Consumer Electronics Show (CES): “Creating Applications in the Metaverse”
- 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”](#)

## Podcast

The vision of the Metaverse is still evolving. Integrating current business practices into a virtual world will be a business disruptor over time.

This [podcast](#) with Barton Goldenberg and Tim Bjarin focuses on current examples and case studies on how many enterprise companies are already using virtual worlds to train staff, interact with field service workers and use it for customer service and sales.



## Barton's Highest-Demanded Keynotes

- [These Emerging Technologies Will Change How You Conduct Business](#)
- [How the Metaverse Will Change Everything](#)

## Videos

- [“The Metaverse – A Digital Disruptor”](#)
- [“Disruptor Technologies”](#)
- [“Where is the Metaverse Headed?”](#)
- [“The VR-AR impact of Sales, Marketing and Customer Service on the financial services industry”](#)

## Articles

February 2023 (*CRM Magazine*): [“How the Metaverse Will Change Everything”](#)

November 2022 (*CRM Magazine*): [“What the Metaverse Can Learn from CRM and the Dotcom Bust”](#)

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”](#)

## **Webinars**

- [“The Metaverse Requires New Business Models – Learn Why and How To Create Them”](#)
- [“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”](#)

## **Why Book Barton?**

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](#).

Visit Barton’s [speaker website](#) to view speaker videos, to learn about his 3 best- seller business books, and to read praiseworthy client testimonials.

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