



Keynote Abstracts

**BARTON
GOLDENBERG**

Futurist. Author. Strategist. Speaker.

These Emerging Technologies Will Change How You Conduct Business

About half the S&P Fortune 500 companies are forecasted to be replaced in the next decade because of technology disruption. The fall can be swift and painful – just ask Blockbusters how quickly Netflix drove them into bankruptcy. Technology 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 announces his new keynote: “**These Emerging Technologies Will Change How You Conduct Business**”. While mastering these technologies may seem daunting, the consequences of not doing so are dire. Every one of today’s technology disruptors – Apple, Netflix, Amazon, Google, Tesla, Airbnb, and Cisco – stay ahead of the competition by leveraging technology to successfully transform themselves and their industry.

In his riveting new keynote, Barton will:

- Describe the top 8 emerging technologies: AI/ML, IoT, 5G, Blockchain, Quantum computing, Digital Communities, Metaverse (VR/AR/MR), and No-Code platforms.
- Share case studies of how companies are leveraging these technologies to stay one step ahead of their competition.
- Walk participants through a proven, 6-step approach to successfully integrate these technologies into your business.

Benefits of Inviting Barton as Your Keynote Speaker:

- Barton will describe the top 8 emerging technology disruptors in plain English.

- You will learn why leveraging these technologies are so important for your organization's long-term survival.
- You will hear how other companies are already leveraging these technologies to transform themselves and their industry.
- You will receive a proven, 6-step to integrate these technologies into your business.

How the Metaverse Will Change Everything

You may not know it, but the biggest tech battle of this century so far is about to begin. The Metaverse will change everything, and the biggest tech companies in the world are all in. Are you?

Barton Goldenberg, globally respected and influential author, keynote speaker, and futurist announces his new keynote: “**How the Metaverse Will Change Everything**”. With 70% of all brands forecasted to be present in the Metaverse by 2027, to remain competitive every organization needs to understand what is the Metaverse and what are the opportunities it presents for your organization. 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.

In his riveting new keynote, Barton will:

- Provide an overview of what the Metaverse is all about and why it will change everything.
- Show how best-in-class companies (e.g., e.g., Acura, Adidas, Fidelity, Gap, Gucci, IKEA, Lockheed Martin, Mayo Clinic, Nike, P&G, U of Pennsylvania) currently leverage the Metaverse to grow sales, market more effectively, decrease customer and field service costs, and improve training retention.
- Walk participants through a proven, [8-step approach](#) to successfully do business in the Metaverse.

Benefits of Inviting Barton as Your Keynote Speaker:

- Barton puts the Metaverse in plain English
- You will learn why the Metaverse is so important for your organization's long-term survival
- You will hear how other companies are prospering in the Metaverse today
- You will receive a proven, [8-step approach](#) to successfully do business in the Metaverse.

Digital Customer Communities Connect You & Your Customers 24/7

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, helps 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 announces his new keynote: “**Digital Communities Connect You & Your Customers 24/7.**” 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 forums.
- 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, review these plans on a quarterly basis, and 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 Inviting Barton as Your Keynote Speaker:

- Discover how best-in-class companies worldwide benefit from Digital Customer Communities, e.g., enhanced customer engagement, superior customer support, better lead nurturing, and 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.