

Work with Pam

Author, Speaker, Adjunct
Professor, Marketing Strategist,
Fortune 100 senior marketer



ABOUT PAM...

- 20+ years of holistic corporate experience from manufacturing, product development, P & L operations, marketing and sales enablement
- Adjunct professor at West Virginia University and the University of Oregon
- A strong grasp of enterprise marketers' pain points and challenges
- A holistic view of paid, owned and earned media and understands the ins and outs of integrated campaigns
- Fluent in Chinese and English



PUBLISHED AUTHOR

- Pam's *Global Content Marketing* has sold thousands of copies (McGraw-Hill, 2014)
- 1st book to offer an accessible comprehensive process to scale content worldwide
- Top 10 Marketing Book of 2014 by Inc.
- Coined the 4 P's of Global Content Marketing Process: Plan, Produce, Promote and Perfect
- *Effective Sales Enablement* provides unconventional insights into how marketing and sales can better work together.



KEYNOTES & WORKSHOPS

Unexpected Fun. Thoughtful. With A Hint of Humor

Pam has the amazing ability to **synthesize**, connect with the audience and bring **clarity** to **complex digital marketing** landscape and content integration



WHAT CAN WE DO TOGETHER?

Before the event:

- Collaborate and comprehend customer's needs
- Customized presentation to meet your needs
- Timely follow-through
- On-time and rehearse to test all AV

At the event:

- High-quality and engaging presentations
- A passion for teaching and sharing with actionable take-aways
- Answer questions from audience after presentation
- “Can-do” attitude and professional attire



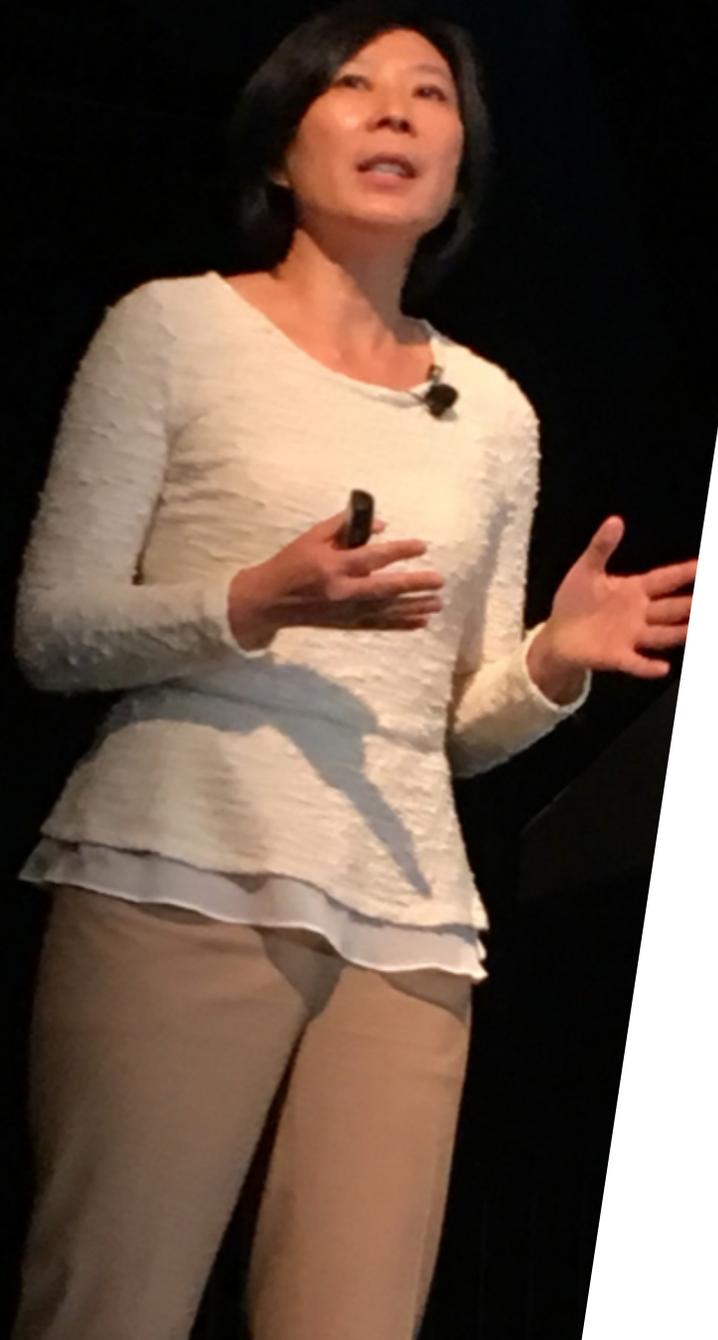
SPEAKING TOPICS

- Content Marketing
- Digital Marketing
- Future Marketing Trends
- Marketing and Technology
- Marketing Strategy and Planning
- Global Marketing Collaboration and Internal Communication Processes
- Sales Enablement



KEYNOTE EXAMPLES

- Five hot trends of digital marketing and how they impact you
- Maximize the synergy of your social media and content marketing efforts
- Think big and small: Technology role in digital marketing
- Human vs. Machines: Is content marketing doomed
- See details in www.pamdidner.com/speaking/



WORKSHOP EXAMPLES

- Scale your content marketing internationally with the 4 P's
- How to leverage your content marketing strategy to maximize social media efforts
- 7 ways to increase conversions with digital content
- Global content marketing: Create a scalable content marketing strategy
- How to simplify your digital marketing strategy
- How to create a messaging framework that resonates
- See details in www.pamdidner.com/speaking/



RECENT APPEARANCES



Internet Hungary



PRAISE FROM CLIENTS



Her book, *Global Content Marketing*, lays out a step-by-step how-to and her passion and energy is infectious when she's on stage speaking! She's a delight to work with.

Michelle, Senior IBM Marketing Manager



Pam is one of the only people I've met in the industry of content marketing who understands the practical challenges of creating content on a global scale. She is a consummate diplomat, a straight talker, and has always brought great examples of how challenges can be addressed whenever I've talked to her or she's spoken to my team. She's a content gem!

Melissa, Senior Director of Marketing, Sage



You were a wake up call. Awesome message, catered to the challenges that we face at our company, PLUS a sense of humor that brought this pregnant woman in a food coma back to life. Refreshing.

Myra, Marketing Communications, 3M

PRAISE FROM EVENT ORGANIZERS



Pam is the crème de la crème of keynote speakers and workshop facilitators.

I've engaged Pam twice for leadership meetings in Switzerland and with outstanding results! She is highly organized, comes armed with 20+ years of Fortune 100 experience, and is able to de-code the complexity of today's business and marketing landscape with ease, humor, and humility. What I love most about Pam is how she wins the trust and the hearts of the audience every time.

Kelly, President of Community Works Switzerland



I have hosted over 30 Integrated marketing summits all over the U.S. since 2009 featuring close to 1000 speakers. Pam is in my top 5 speakers of all time. She doesn't present the same old canned presentation each time she speaks at our event. Instead, Pam creates a new custom presentation every time she presents at our events. That's very rare these days and goes to show you her commitment to keeping things fresh while also showcasing her vast expertise. Pam's presentations are educational in nature with a humorous and entertaining spin that always ranks well with our audiences.

Shawn, Event Organizer for Integrated Marketing Summit



Pam is incredibly genuine, enthusiastic and hardworking. She spoke at several of our Social Media Strategies Summits through 2014 and 2015, and always put 100% into her workshops and presentations, bringing great value to attendees. She also goes the extra mile to connect people she thinks might be able to collaborate together. I would highly recommend working with Pam in any capacity.

Breanna, VP of Event for Social Media Strategist Summit

REACTIONS FROM ATTENDEES

 **Miko**
@Miko18 Follow

@PamDidner, you're a great panel host! I absolutely loved the global content panel, got a lot out of it. #SMMW15

LIKE 1 

2:46 PM - 26 Mar 2015

   1

 **Rachel Park**
@rspark7 Follow

@PamDidner that's what I always say! Action mixed with sentiment and wisdom :P Loved your energy in today's session.

1:21 PM - 10 Sep 2015

 **Celeste Potter**
@carpotter Follow

@PamDidner it was a great topic and content! I love your practical responses to questions. Thanks

4:06 PM - 8 Sep 2015

 **Tristan Lavender**
@TristanLavender Following

@PamDidner Deserves much more attention than it usually gets.

2:09 PM - 10 Sep 2015

 **Phyllis Mma**
@motownphyllie Following

Well @PamDidner, your talk was filled with the best memes, images and helpful content.

Virtual five 🖐️ it was fantastic meeting you!

 **Christian Plewacki**
@CPlewacki Following

.@PamDidner, I really enjoyed meeting & spending time with you yesterday. You're a genuine human being, and your closing keynote was EPIC!

 **Julie Yamamoto**
@jyam6 Follow

@PamDidner I'm planning to write a blog post on my biggest takeaways from today - will send u link when available

7:03 PM - 8 Sep 2015

 **Kelly Hungerford** @KDHungerford · Jan 25 Follow

Listening & learning w/ @PamDidner today. GMs, Marketers, you need this lady! pamdidner.com #EMEA #Global #Marketing #Strategy



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PAM IN ACTION



MORE ABOUT PAM...

Pam is a practical expert at creating successful global marketing plans that meet local marketing needs and she knows how to plan, produce and deliver global marketing success and efficiencies.

Her position supporting direct and indirect sales teams as a marketer has given her a unique perspective for sales enablement with expertise in delivering global marketing and sales success.

She has been a repeat presenter at several highly regarded events, including Social Media Examiner's Social Media Marketing World and Content Marketing Institute's Content Marketing World. She's also presents programs around the world, not only in the US, but also in Europe, Central and South America.

Pam teaches "Content Marketing" at West Virginia University and "Marketing Communications" at the University of Oregon School of Journalism.

She leads a boutique-consulting firm that trains, coaches and provides strategic guidance on audience development, messaging architecture, editorial planning, content creation, media buys and social media outreach on a global scale.

Some notable clients include Intel, 3M, Sunstar, Insitu, Cisco and more. She also shares sales and marketing thoughts at pamdidner.com and contributes articles to *The Guardian*, *The Huffington Post*, Content Marketing Institute, and other publications.

GET IN TOUCH WITH PAM

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