

A portrait of Pam Didner, a woman with short black hair, wearing a blue sleeveless top with white abstract patterns. She is smiling slightly and looking towards the camera. The background is a blurred indoor setting with warm lighting.

Pam Didner

Keynotes & Workshops

Meet Pam

Pam Didner is a Digital Marketer, Author, Speaker, and Podcaster.

Pam is an expert in B2B Marketing, Martech, Sales Tech Trends, Business Growth, and Strategic Planning. She has written 5 books about sales, marketing, and AI.

With her 20+ years experience of holistic experience from manufacturing, product development, and operations, to marketing and sales, she understands corporate and business professionals' challenges and pain points. She also has the uncanny ability to synthesize complex information and distills it into a simple framework your audience can understand.

Her speaking style is personable, engaging, and thoughtful with unexpected humor and a dose of inspiration on-stage and online.

She loves to help companies understand digital, technologies, and future trends. She also loves working with companies to explore how the teams can work together productively.

She can speak on a wide array of topics. If you have a specific topic in mind, please reach out and discuss.



Keynote Topics

The Modern AI Marketer: Thriving in the GPT Era

Innovation + Technology

In this cutting-edge keynote Pam delves into the transformative power of Artificial Intelligence (AI) in modern marketing practices, particularly in the era of GPT technology. Discover how AI is reshaping marketing strategies, enabling personalized customer experiences, and driving unprecedented growth opportunities for businesses in the digital age.

Audiences Will Learn

- The role of AI, specifically GPT technology, in revolutionizing modern marketing practices and enhancing customer engagement.
- How to leverage AI-powered tools and automation to streamline marketing operations, optimize campaigns, and drive data-driven decision-making.
- Strategies for integrating AI into marketing initiatives to unlock new levels of efficiency, innovation, and success in the digital landscape.

Who's this for?

Marketing professionals, digital marketers, AI enthusiasts, and business leaders eager to explore the transformative potential of AI in marketing, harness the power of GPT technology, and navigate the evolving marketing landscape with innovation and insight.

Navigating Change: Strategies for Adapting to the Digital Marketing Revolution

Dynamic + Informative

In this insightful keynote, Pam shares invaluable insights on navigating the ever-evolving digital marketing landscape. Explore key trends, emerging technologies, and transformative strategies to stay ahead in the digital age, drive innovation, and adapt to the dynamic shifts in consumer behavior and market demands.

Audiences Will Learn

- How to identify and leverage emerging digital marketing trends and technologies to enhance brand visibility and engagement.
- Strategies for implementing agile marketing tactics to adapt to rapid changes in consumer preferences and market dynamics.
- Importance of cultivating a culture of innovation and continuous learning to drive digital transformation and maintain competitiveness in a dynamic marketplace.

Who's this for?

Marketing professionals, digital marketers, AI enthusiasts, and business leaders eager to explore the transformative potential of AI in marketing, harness the power of GPT technology, and navigate the evolving marketing landscape with innovation and insight.

Keynote Topics

The Power of Alignment: Uniting Sales and Marketing for Unstoppable Growth

Informative + Strategic

Pam explores the transformative potential of aligning sales and marketing strategies for unprecedented business growth. Discover actionable insights and practical techniques that will empower your organization to harmonize these critical functions and drive success in a competitive market landscape.

Audiences Will Learn

- The strategic importance of aligning sales and marketing for enhanced customer engagement and increased conversions.
- Practical approaches to foster collaboration and communication between sales and marketing teams for seamless integration.
- Strategies to leverage aligned sales and marketing efforts for sustainable growth and maximum business impact.

Who's this for?

Business leaders, marketing professionals, sales teams, and executives seeking to optimize their business performance by effectively uniting sales and marketing efforts.

The Art of Global Engagement: Building Brand Presence Across Borders

Insightful + Innovative

Pam guides you through the intricate world of global brand expansion. In this keynote, you will explore the art of crafting a brand presence that transcends geographical boundaries and resonates with diverse markets. Uncover innovative strategies and actionable insights to authentically connect with international audiences, amplify brand visibility, and foster impactful relationships in an interconnected global landscape.

Audiences Will Learn

- Embracing cultural nuances and market dynamics to tailor marketing strategies for maximum resonance in diverse regions.
- Utilizing cutting-edge digital platforms and inventive tools to effectively engage and captivate global audiences.
- Developing a comprehensive global marketing blueprint that integrates brand messaging and establishes deep connections with audiences worldwide.

Who's this for?

Marketing professionals, brand managers, and businesses seeking to expand their global footprint, establish a robust brand presence across varied cultural terrains, and drive lasting impact in an increasingly interconnected world.

Workshops & Training Topics

2-4 HOURS

AI & Tech's Impact | Digital Trends | B2B Marketing Sales & Marketing Alignment | Strategy Planning

- ✓ 7 Easy Steps to Create a Solid Marketing Strategy
- ✓ A Messaging Framework That Resonates
- ✓ It's Time to Create a Global Content Marketing Plan
- ✓ Build Your Sales Enablement Plan From Scratch
- ✓ Social Selling: Make the Most out of Your LinkedIn
- ✓ Martech Integration 101: Customer Journeys & Technology
- ✓ We <3 Sales: How Digital Marketers Can Support Their Sales Teams



Need help with other topics?
Reach out to Pam

Speaker Rate Card

Live Keynote: \$15,000

Rate includes: 10 Books

Virtual Keynote: \$8,000

Travel Details:

Business class provided by client

Travel stipend: \$1000

Transportation: Client provides from airport and to venue transportation

Hotel: Client to provide 1-2 hotel rooms



Need more information?
Reach out to Pam

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 1,000 speakers. Pam is in my top 5 speakers of all time. She doesn’t present the same old canned presentation every time she speaks at our event. Instead, Pam creates a new custom presentation every time she presents.

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

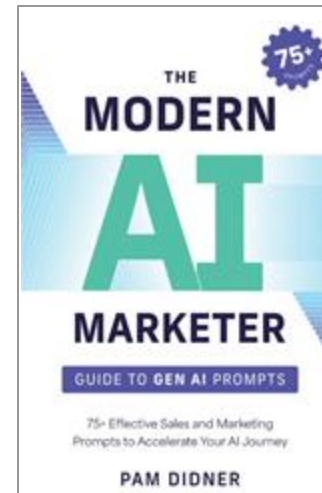
“Pam is incredibly genuine, enthusiastic and hardworking. She spoke at several of our Social Media Strategies Summits through 2014 and 2015, and always put 100% into her workshops and presentations, bringing great value to attendees. She also goes the extra mile to connect with people she thinks might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

Breanna

VP of Event for Social Media Strategist Summit



The Modern AI Marketer in the GPT Era

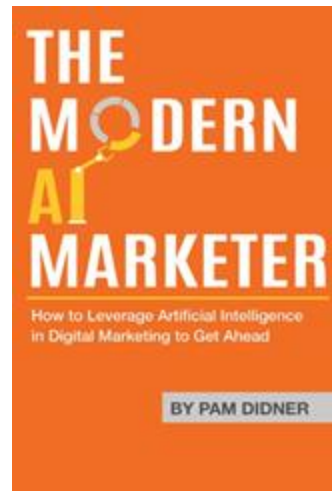


The Modern Morketer: Guide to Gen AI Prompts

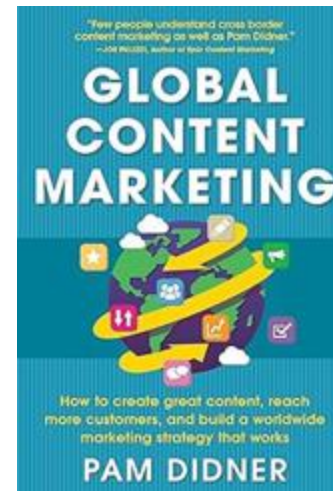


Effective Sales Enablement

Pam's Books



The Modern AI Marketer



Global Content Marketing