SAMPLE KEYNOTE PRESENTATIONS

Presented by Wharton and Oxford-MBA educated American innovator Alexander Blass. He is the Grand Prize Winner of the Daily Record’s Top Innovator of the Year Award, and has educated executives and entrepreneurs on 5 continents worldwide.

WATCH 100+ WORLDWIDE VIDEOS ON OUR YOUTUBE CHANNEL!

http://www.youtube.com/user/alexanderb123
SAMPLE OF THREE POPULAR KEYNOTE PRESENTATIONS BY ALEXANDER BLASS

For example only. Please note that hybrid versions of these presentations are available, depending on client preferences.

**Innovation in Leadership, Mindset, People, and Culture**

THE HUMAN SIDE OF INNOVATION: HOW TO AWAKE YOUR INNOVATOR WITHIN

Leadership through innovation and creativity are no longer optional, but essential. Alexander Blass, grand prize winner of the Daily Record’s Top Innovator of the Year Award, reveals how you can reinvent yourself and your company to get on the path to innovation today, think about “what’s next” and challenge the status quo. In this engaging and high-energy keynote presentation delivered to executive audiences on five continents worldwide, you will:

A. Explore 5 essential principles and characteristics of leading innovators and companies;
B. Study 4 fascinating case studies from different industries and countries;
C. Discover where big ideas come from and how you can reinvent yourself as an innovator;
D. Be inspired and educated by Alexander Blass’s story of how he won the Top Innovator of the Year Award;
E. Invoke your passions and values to achieve your innovative and leadership potential;
F. Learn how you can infuse an innovative mindset and culture into your organization and your life, regardless of role or title, for maximum success and fulfillment.

**Innovation in Product and Service Development**

INNOVATION EXPLOSION: HOW TO IMAGINE AND SELL MARKET-DOMINATING PRODUCTS & SERVICES

Particularly in challenging economic times, it is essential to be constantly innovating to stay ahead of the competition by coming up with creative new products and services to market and sell to your current and prospective customers. In this keynote presentation, you will:

A. Grasp the various types of innovation, such as incremental, revolutionary, breakthrough, and game-changing innovations;
B. Learn 7 specific and practical innovation and creativity strategies and methods that you can apply to your business immediately to develop big new ideas for innovative products and services;
C. Study 6 international case studies from various industries that have generated billions of dollars in sales, dominated their markets, and beaten their competition using these specific strategies.

**Innovation in Sales, Marketing, and Customer Service**

BREAKTHROUGH SALES & MARKETING STRATEGIES: HOW TO BUILD “BUZZ” AND GET THE WORLD TALKING

A decisive factor that separates companies with average sales from those with extraordinary sales is their ability to create fanatical, loyal customers and dominate “mindshare”. In this keynote presentation full of breakthrough strategies, you will:

A. Study 5 sales and marketing secrets and strategies, plus 6 fascinating international case studies across industries and cultures;
B. Uncover innovative secrets to generating unparalleled excitement & free worldwide media coverage & publicity for your business;
C. Learn how to build innovative “buzz” marketing & viral campaigns, get the world talking, & render your competition obsolete;
D. Discover how innovative companies are using psychological principles and state-of-the-art online social media tools to harness the power of crowds and “people power” to market their brands and boost their sales;
E. Study innovative customer engagement strategies such as “Gamification” & “Crowdsourcing” to improve customer service;
F. Learn how to increase customer loyalty by creating powerful emotional connections between your products & customers.
GUEST SPEAKER BIOGRAPHY

ALEXANDER BLASS, CEO
ALEXANDER BLASS INTERNATIONAL

Wharton and Oxford-educated, Alexander Blass is an internationally acclaimed American innovator. He has traveled to over 50 countries and appeared in hundreds of media outlets. He is the grand prize winner of the Daily Record’s Top Innovator of the Year Award, which credited him with “revolutionizing charitable giving” for inventing person-to-person “crowd” fundraising technology, which rapidly spread worldwide on the Internet and has helped countless people. He presently serves as CEO of Alexander Blass International, an executive education and training firm based near Washington, DC.

Alexander keynotes some of the world’s most prestigious conferences on innovation/creativity, leadership/change, business development and entrepreneurship. Examples include the Abu Dhabi Innovation Forum, the World Management Forum, the Statoil Summit, the Mastercard Global Convention, the European Conference on Creativity and Innovation, the Stars of Business Awards in Dubai, the Kingdom of Saudi Arabia Entrepreneurship Summit, EPIC in New York, E-VOLVE in Mexico, HR SUMMIT in Singapore, INNOCONF in Malaysia, the Business Leadership Forum in South America, the International Sales and Marketing Convention in the Middle East, and IBM INNOVATE in India to an audience of 2,000 people.

Alexander also received the Baltimore Business Journal’s Top 40 Under 40 Executives Award and the Daily Record’s Influential Marylanders Award. He was honored as Entrepreneur-in-Residence at the Wharton School of Business.

Previously, Alexander was a venture capitalist, strategy consultant, and software developer, beginning his career at KPMG Consulting. During his tenure as a venture capitalist, one of the fund’s portfolio companies went from a $500,000 fund investment to a nearly $500 million all-cash acquisition by a Fortune 50 corporation. He has worked with leading organizations on opportunities totaling over $1 billion, and made investment recommendations on over $100 million of emerging technologies for the U.S. government as an invited expert at the National Science Foundation.


Alexander received an MBA from Oxford University in England. He also holds a Master of Science degree in electrical engineering from the University of Pennsylvania, where he concurrently studied at the Wharton School of Business. For more information, please visit www.alexanderblass.com or www.youtube.com/user/alexanderb123 to watch over 100 videos from around the world.
SAMPLE CLIENT TESTIMONIALS FROM WORLDWIDE SPEAKING ENGAGEMENTS BY ALEXANDER BLASS

Watch them on video at:

http://www.youtube.com/user/alexanderb123

“Nobody could have personified IBM INNOVATE better than Alexander Blass!” – IBM

“Alexander Blass energized the crowd with his high octane presentation.” – AIBTM

“I firmly believe that if you truly want to change your life, get Alexander Blass to wherever you are... he will let you become the change you really want to be.” – Siemens

“Alexander Blass was the best part of the entire EPIC conference in New York City. I felt as if he was speaking directly to me, and the other audience members felt the same way. He gave me a lot of new ideas, was very clear and concise, and was full of energy. He was also easy to approach afterwards and very friendly. I would highly recommend Alexander Blass for your conference.” – Media Star Promotions

“Alexander Blass’s speech is one of the best I have ever heard. His messages inspired all of us, and everyone enjoyed it a lot.” – Tata Consulting Services

“Of all the recent people I have met, Alexander Blass is the most influential in my life from now on.” – InterBrew

“After hearing Alexander Blass’s speech, my mind started churning and I’m really onto it. Let’s innovate something!” – Accenture

“Alexander Blass was an unknown name to me until yesterday, when I saw and understood his incredible brilliance, as well as his energy on stage. He gave me a lot of inspiration and energy, and took the entire audience with him. If you have an opportunity to engage with Alexander Blass, I highly recommend it!” – AB Management Sweden

“I go to a lot of events every year and hear a lot of speakers. Alexander Blass is by far one of the more dynamic speakers I have ever heard. The message of the presentation was very impressive. Innovation is a tremendous motivation for us internally, and I got a lot of points out of this meeting I can share with my clients.” – C3

“It was quite moving, quite persuasive, quite detail-oriented... it was really fantastic. He talked about innovation being at the intersection of business and impacting people’s lives, phenomenal really. It was a wonderful speech and I enjoyed it very much.” – Mindtree

“I had the privilege of hearing Alexander Blass’s keynote speech yesterday at IBM Innovate 2010. He kept the audience spellbound with his speech... he took the ancient Indian culture and perfectly blended it with modern day technology. He kept us all motivated and inspired.” – Appoint Solutions
"We just had a great presentation by Alexander Blass today on innovation. The timing couldn’t be better as innovation is a big part of our 3-year strategic plan. His remarks were really on point. He really hit points on how staff should be engaged and involved, and think differently and more creatively. He also took the time to learn a lot about NFPA to make his points very relevant to where we are in our history."

- National Fire Protection Association

“Thank you for the extremely powerful and impactful speech you delivered to our audience in Ghana. You have proved to the whole world your commitment to social justice.” – WOFA Foundation Ghana

“Innovate 2010 was best because of Alexander Blass. His speech was amazing. To Indians I say he must come again and again, and do numerous presentations. I also hope he will come to colleges and universities, and speak to up and coming entrepreneurs. They need his seminars as well. Great going!”

– Jain University

“I attended Alexander Blass’s session this morning. Wow, it was undoubtedly one of the best sessions I have ever attended. The key takeaway for me was that if you breathe, if you eat for your living, you should innovate for your living. And innovation and energy go hand in hand, so I am requesting Alexander to give me some of his energy and innovation skills so that I can survive in this world. Thanks Alexander!”

– HCL Technologies

“Alexander presented an excellent speech at the Innovation Forum, helping us to better understand innovation and how it can be integrated in the business sector, so that we can think differently. One of those areas is sustainability. Specifically, when he was linking innovation trends to local and regional issues, connecting the best practices of the West to local contextualized issues and bridging those two worlds. Thank you very much, it was a pleasure!”

– Abu Dhabi University

“This was one of the best presentations I have ever seen. And I could see the difference and how it was more effective than other presentations. I am so happy I attended. It was very inspirational, and I can take these skills and apply them to my job and my career. I can just innovate.”

– Logica

“The presentation was truly awesome; I was absolutely floored. If you asked me yesterday, what I thought of innovation, well now, wow, it has been totally redefined!”

– Indian Military R&D

“Our fun late day session has already helped me think more creatively about future entrepreneurial ideas!”

– Wharton School of Business

“His speech was really awesome. We could totally relate to the story. As entrepreneurs, you have to think differently than the crowd thinks. It was completely relevant to what we are thinking and going through.”

– Prowena Health

“Your message landed very well with our audience, and we are grateful to you for taking so much time out of your busy schedule.” – University of Maryland