



ALEXANDERBLASS
INTERNATIONAL INNOVATOR

Keynote Speaking :: Master Classes :: Consulting

POPULAR KEYNOTE SPEECH TITLES AND DESCRIPTIONS

PRICELESS STRATEGIES FROM AN INNOVATOR: HOW TO THRIVE IN CHALLENGING TIMES

Themes: Innovation, Leadership, Inspiration, Business Development, Entrepreneurship, Change, Future

In a constantly evolving world and today's challenging economic climate, leadership through innovation and creativity are no longer optional, but essential. Alexander Blass, now 36 and the youngest grand prize winner of the Daily Record's *Top Innovator of the Year Award*, which credited him with "revolutionizing charitable giving" in 2007, recounts the journey that led him to become an acclaimed entrepreneur and innovator. In this keynote, he reveals how you can reinvent yourself and get on the path to innovation today. Discover the essential characteristics of successful leaders and innovators, grasp some of the challenges you must overcome, and learn how to generate international buzz and excitement for your innovations with increasingly limited resources.

FINDING YOUR PASSION: YOU TOO, CAN CHANGE THE WORLD

Themes: Social entrepreneurship and change, Motivation, Corporate Social Responsibility

As a child, Alexander Blass often gazed at the black and white photos on his parents' piano of his father's family members who perished in the Holocaust. The lessons he learned as a boy about the preciousness of human life, combined with world events, ultimately led him to a "lightbulb moment." He left a career in finance to make a difference, inventing and patenting a new way to make philanthropic contributions in dozens of countries through the power of the Internet. Blass draws from his experience and the lessons learned as a social entrepreneur to inspire and motivate, ensuring audiences that by finding their passion, maximizing their unique abilities, and embracing change, one person can indeed change our world.

FUNDRAISING 2.0: REVEALING AND RAISING THE INVISIBLE MILLIONS

Themes: Fundraising, Technology, Social Networking, Creativity, Marketing

Blass, credited with "revolutionizing charitable giving," offers an evocative and eye-opening look into human nature, delving into the psychology of giving as well as the power of social networks and grassroots activism. Blass explores how technological innovation is changing the face of philanthropy, and offers thought-provoking strategies for fundraising success.

SOCIAL MEDIA MARKETING SECRETS AND WEB 2.0: HARNESS THE POWER OF COMMUNITY

Themes: Social Media Marketing, Business Development, Customer Service, Strategy

Over 70% of the global Internet population visits social networking or blogging sites. Companies and organizations are rapidly playing "catch up" to adapt to this user-generated, customer-centric wave of social computing by scrambling to adopt both external and internal social media marketing and Web 2.0 strategies. Learn how to harness the power of your customers and community. Develop a game-winning social media marketing strategy. Beat the competition by employing best practices for success. Learn how to foster deeper relationships with your customers, promote your programs, and leverage your exuberant customer base to evangelize your brand and take it global.