



## **Brian Honigman Introduction**

**Brian Honigman is a marketing and career development keynote speaker who has spoken at and worked with the United Nations, the Weather Company, NATO, Thomson Reuters, Samsung and over 50 other leading brands.**

**Brian has been named a “seasoned digital marketing expert” in Forbes, an “SEO expert to follow” by Search Engine Watch and has appeared in the press as a recognized source on marketing in the New York Times, Adweek, Business Insider, Social Media Examiner, Inc, the Huffington Post and others.**

**Brian is the CEO of Honigman Media, a Philadelphia-based consultancy that helps companies better tell their story and focus their marketing on the right goals and priorities.**

**Brian is an adjunct professor at New York University in the marketing department at the School of Professional Studies, as well as a guest lecturer at SVA, FIT, Pratt and others.**

**He is a frequent contributing writer to the Wall Street Journal, the Next Web, Forbes, Entrepreneur Magazine and other publications.**

## **Speaking Topics**

**As a speaker, Brian frequently conducts talks on the following topics, but can also customize his presentation to meet your needs.**

## Marketing Topics:

- *Being More Self-Aware Helps Your Brand Succeed on Social Media*
- *Using Content Marketing to Build a Brand with Purpose*
- *Balancing Planning With Spontaneity on Social Media*
- *How to Expand Your Professional Network Using Content Marketing*
- *Measuring the Impact of Content Marketing and Social Media*
- *How to Sync Content Creation with Content Promotion*
- *Practicing Moderation with Your Marketing & Why It Matters*

## Career Development Topics:

- *How to Establish Yourself as a Leader in Your Industry*
- *The SLASH Approach: How to Diversify Your Career to Do Work You Love*
- *How to Take on Multiple Career Commitments Without Overdoing It*
- *How to Make Networking Less Soul-Sucking and More Results Oriented*

## View Videos of Brian Speaking



Speaking at NATO headquarters about social media [\[LINK\]](#).



Speaking at Social Media Strategies Summit about content [\[LINK\]](#).

## Speaking Testimonials



“Mr. Honigman was able to provide a very good overview on the subject matter, suggest very useful tips, and engage the group in an interactive discussion. His extensive experience in social media and digital journalism, coupled with his ability to present the knowledge in a simple and interesting way, produced one of the most memorable lectures for this year’s training programme.” ([Read the full recommendation here.](#))

***-Mikhail Seliankin, Section Chief of Palestine and Human Rights Section at the United Nations***



“I included Brian as a featured speaker at GSMI’s 2016 Social Media Strategies Summit. Not only is Brian organized and an absolute pleasure to work with – he also knows his stuff. He prepared a very concise, informative talk around content marketing ROI that attendees loved and found very valuable. I’ll definitely be inviting Brian back to speak!”

***-Breanna Jacobs, Conference Producer at Social Media Strategies Summit***



“Brian came highly recommended to present at NATO’s Social Media Forum on the usage of Facebook and Twitter for Government and he did not disappoint! Providing basic guidelines and data interwoven with examples from other similar practitioners Brian turned the theory into digestible practice. You cannot go wrong with Brian as a speaker at your social media event.”

***-Franky Saegerman, Head of Digital Insights at NATO***



“Brian presented on creating social media strategies at our monthly user meetup to over 150+ attendees. His presentation was well-organized, thought out and extremely enlightening. The crowd gave rave reviews and we look forward to working with him again in the future!”

*-Robyn Steinberg, Community Outreach Manager at Wix*

## **Hire Brian to Speak**

**Thank you for the interest in hiring Brian to speak at your next event. To contact him to discuss the details of the engagement, please call or email:**

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