

**Adam Rodricks:
One-sheet**



Why hire Adam?

Google “Canada’s Top Social Media Strategist” and find out!

Adam Rodricks is an international award-winning social media strategist and speaker who has transformed "word of mouth" into a world of mouth for Fortune 500 companies. His first book, *Trigger Fingers: Personal Branding through Storytelling* skyrocketed to the top of the charts, becoming a #1 best-seller in Canada in the categories of Direct Marketing, Public Relations and Business.

For the past 8 years, he's worked at KPMG in Canada where he is presently the National Director of Social Growth & Experience. In 2022, the Speakers Bureau of Canada named Adam "Canada's Top Social Media Strategist" and the University of Toronto honoured Adam with their inaugural Young Alumni Award for Outstanding Achievement, for his contributions to the field of Digital Marketing as a practitioner, author and public speaker.

His work as a social media influencer has been featured on CBC, CTV, Yahoo, BNN, Staples Tech TV, Nintendo.ca and his own site: www.adamrodricks.com.



Workshop & Program Description

How do business owners put their best foot forward, virtually?

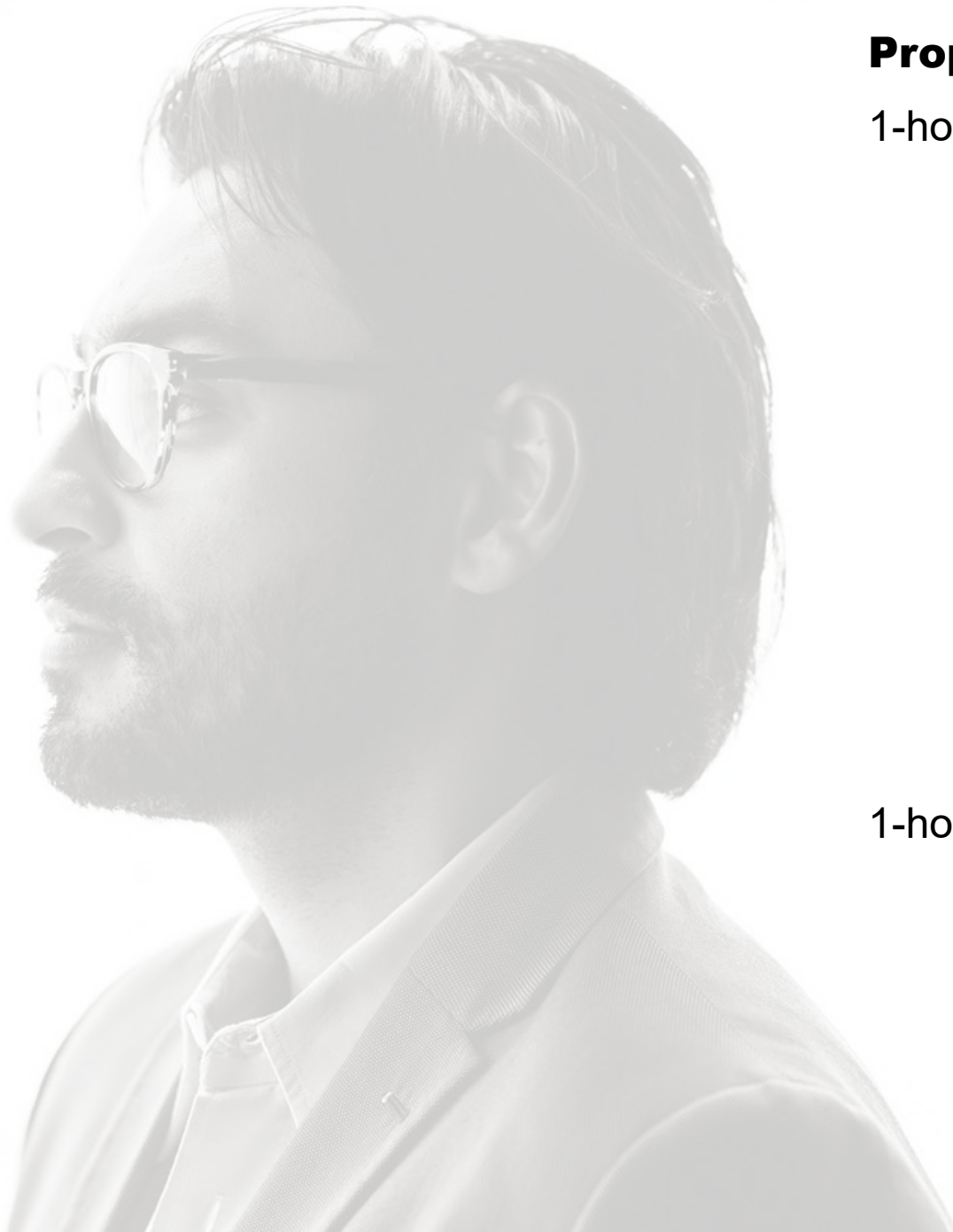
Adam sheds light on this crucial question of the digital age in his award-winning talk that examines the ways in which we can make the most of our time online. With half a billion tweets published every single day, harnessing the power of your online properties has never been more important.

Through *The Art of the Possible*, Adam guides you through the do's and don'ts of online interaction on the web, social and search. Every company is going to have an opportunity to be memorable – but will it be for the right reasons?

Based on data from real-life case studies on companies and individuals who have moved the needle online to establish themselves and drive purchase decisions, Adam guides you through the trends that are already upon us in market and are here to stay.

Learning Objectives

- ❑ Understand the ever-changing digital landscape in Canada online, as brought about by the pandemic but persistent ever since
- ❑ Leave with actionable takeaways for newcomers and online veterans alike to grow meaningful influence with every interaction online
- ❑ Harness the power of employee advocacy and testimonials: micro-influencing through case studies on consumer trust, loyalty and action
- ❑ Learn 3 actionable takeaways to future-proof your personal or professional brand as we establish a new normal
- ❑ Engage in workshop activities to ensure every participant leaves with actionable insights to further their business online



Proposed Agenda (2 hours)

1-hour presentation: *“The Art of the Possible”*

- The Digital Landscape in Canada: 2023 edition
- The Must-Have Digital Skillset
- The Rules of Engagement: Best Practices for Online Interaction
- The Storytelling Approach: Social Listening
- The Power of Search
- Changing of the Guard: Employee Advocacy & Micro-influencing
- An Audience-centric approach

1-hour workshop (3 exercises, facilitated in small groups)

- Search Ranking on Google
- Personal and Professional Branding: The All-Star status checklist
- Reviews 101: Answering the good, the bad, the ugly

Rate card

Available upon request: adam.rodricks@gmail.com



Client testimonials

'Recently named "Canada's Top Social Media Strategist," public speaker and best-selling author [Adam Rodricks](#) is a force of nature when it comes to using storytelling to connect brands to their consumers.'

- Dylan Toombs, Metrolinx Canada

"Adam greeted every single member of our crew personally, even climbing to the top of the hall to thank the camera guy for his hard work. Fast forward to the end of his (spectacular) talk and the entire hall rises in ovation. Adam turns his back to the audience and starts clapping too. He's joining the audience and leading the clapping for the crew back stage.

This is the type of man Adam Rodricks is."

- Lucy Li, University Of Toronto

"You want to know the mark of a good keynote? We brought Adam in [in 2021] and to this day, our team still quotes his formula for truly effective messaging."

- Kristen Foucault, Investors Group

<https://www.adamrodricks.com/testimonials>

Questions?

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