



Beth Ziesenis

author. speaker. nerd.

Meet Your New Nerdy Best Friend

Since her first Commodore 64 computer, Beth Z has made a verb out of the word "nerd."

Beth helps your audience filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for work and home.





Session Topics

A Day in the Life of a Nerdy Professional

So many apps... so little time. How can you put the technology at your fingertips together to make your life easier at work and home? This fast-moving, laugh-filled session takes you hour by hour through a day in the life of a tech-savvy professional. You'll learn how a professional nerd solves a security crisis before 10 a.m., learns to make more of a lunch hour with an extra set of virtual hands, saves money on software before the staff meeting and brings the team together online before the day is done.

takeaways

- Understand how technology fits into every part of your day
- Learn about technology systems that streamline projects and tasks
- Get a vision for how the technology in your toolbox can work together

features

- Most popular keynote session
- Customizable for 45-90-minute programs
- Great for audiences of all tech levels
- Focuses on both "wow" technology and practical tools
- Works well with other sessions with no content overlap



Session Topics

Powered Productivity: Super Tech Tools to Get Stuff Done

Exasperated by email? Peeved about passwords? Tired of tedious tasks? You're not alone.

Join Your Nerdy Best Friend, aka Author Beth Ziesenis, for a research-based look of common productivity problems, followed by the technology to solve them.

Discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, get organized and finally get stuff done.

takeaways

- Discover low-cost, high-value apps and tech tools that you can start using right away
- Learn great tech tips and app ideas from your colleagues
- Get new ideas to increase efficiency, improve relationships and get things done!

features

- Interactive, interactive, INTERACTIVE! Organized like a game where everyone plays and everyone wins
- Popular as both a keynote or breakout session
- Flexible program length... from a 45-minute keynote to a 3-hour workshop.
- Research-based facts coupled with real-time tech solutions
- Customized topics for your attendees' needs



Session Topics

29 Tech Tools to Create Cool Content for Social Media & Marketing

The most popular posts on social media are pictures and videos, and with a few easy (and free!) tech tools, you can transform your messages into share-worthy graphics that will put your organization out in front. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material.

takeaways

- Make professional-level multimedia pieces in less than two minutes
- Add depth and interest to your boring social media posts
- Transform ordinary photos into works of art
- Create infographics for little or no cost !

features

- A favorite breakout!
- Flexible program length... from 45-90 minutes
- Great for audiences who are interested in sales and marketing
- Customized topics for your attendees' needs
- BONUS: Enhanced hands-on learning opportunities with a longer session



Session Topics

Productivity Brain Breaks: A Facilitated White Space

A jam-packed conference like this one can lead to learning overload... time to take a Brain Break!

Join your peers for a mini-lesson on a proven productivity technique, then put the technique into action during this facilitated white space. It's the session you need to absorb what you've learned in the past couple of days.

takeaways

- Understand the Pomodoro Technique and the tech tools that make it happen
- Immediately put the technique into action with a real-time productivity session
- Discover for yourself the benefits of the productivity technique
- Leave with more tools for a lifetime of productivity

features

- An innovative (never-before seen!) session designed to help participants process the ideas from the conference
- Opportunities for peer-to-peer insights on new productivity techniques
- Designed to be scheduled towards the end of the conference
- Dual takeaways: A proven technique for productivity they can use forever plus real progress on their most pressing tasks or needs



Session Topics

#CreepyButHelpful: Futuristic Tech Tools that Increase Your Productivity TODAY

Sometimes we feel like we need a clone to help us carry out everything we have to do for our organization. Today's cutting-edge technology can act as your invisible staff, handling tasks and challenges that overwhelm your to-do lists. This session introduces you to awe-inspiring but affordable tools that organize your tasks, set your appointments, make your travel plans, find time for your workouts, manage your personal budget and much, much more.

takeaways

- Discover cutting-edge tools that use artificial intelligence to take care of your tasks with less work from you
- Understand artificial intelligence technology and how it can advance your career

features

- Perfect for a keynote session
- Designed in a non-threatening way to help attendees understand artificial intelligence
- Practical and interactive with personalized examples and lots of humor



Longer Workshops

Lights, Smartphones, ACTION! A Hands-On Video Workshop

Since Steven Spielberg isn't going to intern at your company, YOU need to figure out how to make videos for social media, marketing and communications.

This hands-on workshop teaches you dozen of easy, budget-friendly tech tools to make professional-level videos on the cheap and on the fly.

takeaways

- Improve your storytelling and image-creation skills for better multimedia content.
- Evaluate different multimedia tools and apply strategies for their best uses in social media, marketing and communications.
- Take home step-by-step guides for creating better videos.

features

- Perfect for a half-day workshop that gives participants tangible takeaways
- Can be modified for shorter sessions with more of a demo approach rather than hands-on
- Created for marketing, communications and social media professionals, plus team members who wear all the hats!



Longer Workshops

90 Days to Better Tech

You know you need to organize your digital life, but where do you start? And what's most important?

Let Your Nerdy Best Friend guide you through an assessment of your cloud-based organizational tools, email systems, privacy controls and more to recognize and repair tech challenges that keep you from being productive.

takeaways

- Evaluate your most pressing tech problems and identify the most critical areas for improvement
- Leave with a 90-day plan with actionable items and ideas
- Learn best practices for privacy, organization, security and more
- Laugh and learn with both practical advice and concrete takeaways

features

- Perfect for a half-day workshop that gives participants tangible takeaways
- Includes a workbook for participants to evaluate their present tech problems then develop a plan for the next steps
- Helpful for professionals who need to discover the tech that will truly help them and keep them safer online



Hands-On Sessions!

Nerds Unite! Tech Tool and App Exchange

Your peers are the smartest nerds around! Many professionals have their favorite time-saving, productivity-increasing, rear-kicking technology secrets. This lively, interactive session gives you and your peers the opportunity to share and discover the best technology tools. Great for both tech newbies and experienced experts!

takeaways

- Discover the best app ideas from your colleagues
- Discuss real solutions to your real technology challenges with peers who have solutions
- BONUS: Leave the session with a list of the best ideas from your colleagues

features

- Great for breakouts, round tables and fireside chats
- Works well as an add-on program for any of the other sessions
- 100% hands-on and interactive
- Focused on networking and peer-to-peer learning
- BONUS: This session comes in a self-guided, step-by-step kit!



Hands-On Sessions!

All Phones on Deck: Hands-On Experiences with Mind-Blowing Technology

It's one thing to hear about the latest advancements in technology... but it's a completely different experience when you see it with your own eyes. Join Your Nerdy Best Friend for a hands-on session with augmented reality technology that you can start using now at work and home.

takeaways

- Phones on! Try your hand at augmented reality tools for translation, measuring, marketing and more
- Learn about augmented applications for your industry and others
- Discuss the use of AR for your business for today and in the future

features

- Perfect for smaller groups of less than 50
- Interactive, creative session with lots of "wow" technology
- Great for networking and brainstorming with the discussion format



Other Products & Services

"Stump the Nerd" Booth or Genius Bar

Give your attendees one-on-one time with Your Nerdy Best Friend. Beth will man a booth or table to answer questions, sign books and interact with attendees.

Guided Interactive Session

Need a follow-up session to Beth's presentation? Ask about "Beth in a Box," a guided interactive session based on "Nerds Unite." This kit gives you everything you need to facilitate an interactive session that gets your attendees learning and networking.

Recorded Webinars

Sometimes the timing and budgets don't align to invite Beth Z to a live event. Ask about our pre-recorded webinars that you can share at your convenience.

Session Material

Beth Z's sessions include a "super-secret link" for attendees with bonus handouts, copies of the presentations and any material created onsite. You can also purchase discounted copies of her books and even Nerdy Collectors Cards for attendees!

Pre- and Post-Conference Webinars and Articles

Beth Z believes the learning shouldn't be limited to the live event. Ask about add-on services such as a pre-conference webinar or a post-event wrap-up article.



Sample Program Ideas

Conference with Industry Professionals of All Tech Levels

- Choose **A Day in the Life of a Nerdy Industry Professional** as a keynote for an overview everyone can enjoy
- Add **Powered Productivity** as a breakout for people who want more takeaways
- Throw in a "**Stump the Nerd**" Booth for one-on-one questions

Special Focus Conference Such as Young Professionals or Women Leaders

- Celebrate the leaders in your industry with **Advice to Action**
- Add networking time with **Nerds Unite!**

Conference with Technophobes

- Get them laughing and competing with **Powered Productivity** as an interactive keynote, a session that takes the fear out of technology
- Give them time to absorb what they've learned with **Productivity Brain Break**

Conference with Nerds

- Bring your tech-savvy attendees together to share their best ideas with **Nerds Unite!**
- Stretch their app knowledge with the latest artificial intelligence technology with **#HelpfulButCreepy**



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