

ANDREA
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WHAT TO EXPECT
Speaking Guide

by Andrea Fryrear

WHAT TO EXPECT

Speaking Guide

All marketers understand the need to be faster and more adaptive. Going Agile seems like an obvious solution, so why isn't every marketing team an Agile marketing team? What if the very things we're trying to fix -- our projects -- are the things that are holding us back? Join Agile marketing pioneer and 15-year digital marketer Andrea Fryrear as she reveals the team-first approach that frees marketers from project purgatory and puts them on the path to lasting marketing agility.

By the end of this dynamic session, you'll be able to:

- Avoid the common but deadly approach to pilots that can doom your Agile efforts before they start
- Build persistent Agile teams who deliver the four key benefits of Agile
- Map your journey from zero to Agile, starting with your first dedicated Agile team and scaling as far as you need to go

WHAT TO EXPECT

Reference the list below or download my 'Speaking Guide' to get an idea of what to expect:

ANDREA PROVIDES

- MacBook Pro with her complete presentation in Google Slides or PowerPoint
- VGA, DVI, and HDMI dongles
- A MacBook-compatible clicker to advance slides
- The option to customize her presentation for your particular audience demographics
- Ongoing partnership with your event to drive excitement and attendance

YOU PROVIDE

- A wireless, lavalier microphone
- AC power for a laptop
- A projector with VGA, DVI, or HDMI input
- A speaker system that includes a mini plug for audio output from the laptop
- A confidence monitor
- Details about your audience to allow for customized content

YOUR AUDIENCE GETS

- Insights from the most experienced Agile marketing trainer in the world.
- A keynote speaker who combines Agile know-how, marketing chops, and years of speaking experience into an unforgettable session
- Actionable takeaways no matter where they are in the Agile journey

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