



SPEAKING SERVICES: OVERVIEW

Shonali Burke is a sought-after speaker to industry and non-industry groups alike on communication-related topics, including 21st century public relations strategy and practice, digital engagement, integrated marketing and effective measurement.

Shonali's speaking credentials span local/regional (What's Next DC, IgniteDC, xPotomac), national (such as several years at the PRSA International Conference), and global (such as TEDx) events. From keynote to session-specific PR topics, Shonali is a master at tailoring her message to fit your audience's exact needs and wants.

Here are some topics Shonali is often asked to speak on; speaking engagements typically range from 45 minutes to 1.25 hours in duration (including audience Q&A). Please note she often develops custom remarks and presentations for engagements on request, so the below may be commissioned as is or as a starting point for new presentations.

Smart PR Measurement in the Digital Age

Public relations professionals today have more measurement tools than they know what to do with. But a strategy built on unquantifiable and unfocused data is not built for success. This engaging presentation examines what "good" and "bad" measurement is, explains how to create sound measurable objectives (and why that is critical to the success of your plan), and how to incorporate analytics into your every day work (yes, even if you're "not a math person").

Demonstrating the Business Value of PR

You don't go into business just for the fun of it; even though you may love what you do, the whole point of "business" is to meet and maintain your bottom line. And just like other business functions, it is critical for Public Relations to support business objectives... otherwise, why bother? This presentation will help you understand which business imperatives it is critical to tie your public relations strategy to; how to create and implement a PR strategy that will resonate with the C-suite; and how to show public relations' true value to your organization in the only language business folk speak—the bottom line.

"S" is for Strategy: Charting Communication in the 21st Century

Every successful communication campaign begins with a sound strategy. But central to any strategy is understanding the intended audience for your campaign and what exactly it is you are trying to achieve for your client or organization. This presentation walks you through strategic communications in the digital age, including how to create and implement a smart, integrated and measurable public relations plan that incorporates social media holistically, for tangible results that go beyond the "thud" factor of the dreaded (but still existent) clip book.

The Space Between: Using Technology for "Real" Public Relations (Keynote)

We live in a revolutionary age, where technology allows us to do more than ever before. But technology for technology's sake is simply bits and bytes. It is when we use technology to bridge the space between ourselves and our publics, our hopes and dreams, that it truly comes into its own... and so do we. In this keynote speech, Shonali builds on her featured TEDxAdamsMorganWomen (2012) presentation and shares the stories of remarkable - yet every day - people who have done just this - to make themselves, and their world a better place. Because if that's not the point of communication... what is?

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