

Kelly McDonald

IN 2010, KELLY WAS NAMED ONE OF THE TOP 5 SPEAKERS ON MARKETING IN THE U.S.



Kelly McDonald is a recognized expert on marketing and business trends with 20 years of ad agency experience. She was named #1 on the list of “26 Hot Speakers” by Successful Meetings magazine. She’s been featured in Business Week, on CNNMoney.com and on XM Radio.

Kelly’s speaking client roster includes: Toyota, Sherwin-Williams, Harley-Davidson, State Farm Insurance, Mattel, AAA Travel, BlueCross BlueShield, and dozens of financial organizations and associations.

As a professional speaker to businesses and organizations, Kelly shares marketing insights and teaches strategies and tactics for cultivating diverse consumers and building business. Her topics are always customized to the specific industry and localized geographically as appropriate. Kelly is a member of the National Speakers Association.

Kelly’s Popular Topics

- How to Market to People Who Are Not Like You**- Learn the key differences in marketing to different generations, different races and ethnicities and why tapping into our values is really what diversity marketing is all about.
- Come Together - Generational Differences & How to Work with Someone Much Older or Younger than You**- Learn the 4 generations and the experiences that have shaped and defined them in meaningful ways. Specific tactics for working with others effectively are reviewed.
- Diversity in America**- learn key market segmentations and the values associated with each to better understand members and coworkers. Learn the Four Levels of Acculturation and the importance of relating to different cultures, not just translating.
- Social Media & Marketing** – Learn the key differences between the core social media avenues: Facebook, MySpace, LinkedIn and Twitter and why and how social media posts need to differ from the information that’s on information that’s on your company’s website. Do’s and don’ts are presented.
- Customer Service** – Learn the latest techniques that innovative companies are using today to train their staff to deliver exceptional customer service. And it doesn’t have to break the bank to be the best!
- Relating, Not Translating** -Targeting Latinos means more than just marketing to them in Spanish. Learn how to reach them emotionally, rationally, and with cultural relevance and make them customers for life!

Some of Kelly's Client List

- Toyota
- Nationwide Insurance
- State Farm
- Harley-Davidson
- Mattel
- AAA
- American Bankers Association
- International Beer Summit
- National Educational Association
- National Association of Dental Plans
- BlueCross BlueShield
- World Shoe Association
- Ace Hardware
- Automotive Service Association

Testimonials

Kelly really knows her stuff. She delivered more than I thought was humanly possible."

- Kimberly Adams, Member Benefits Consultant, National Education Association (NEA)

"Thank you for speaking at our Executive Housekeepers Conference. You truly impressed our group and were the talk of the conference!! Your enthusiasm was contagious."

- Alison Casler, Manager of Training & Development, Drury Hotels

"Our employees and managers have heard Kelly speak on many occasions and she is always welcomed enthusiastically. Her ability to interact with an audience and infuse them with knowledge and insight make her a popular choice over other speakers who simply 'lecture'."

- Karen Allen, Director of Advertising, Subaru of America

"Kelly, your session received "excellent" reviews. the feedback is that the information they received from your session will be applied as soon as they get back to office. Now that's the impact we wanted to make!"

-Bridget Snyder, Executive Director, Texas Asso. of CVB's

"Kelly, your message was perfect for our audience and as usual, you had them engaged, and in the palm of your hand.

- Beth Brooks, President, Texas Society of Association Executives



For booking information call Speak!
LLC. 816-420-8287 or e-mail us at

info@speakllc.com