

# The Shindler Perspective, Inc.

## Speaking Engagements

Engaging, captivating, outstanding, and most importantly, well prepared. That is how panels moderated by Marty Shindler are described.

**To inform and engage** – Those are key objectives in formal presentations and marketing events for companies' products and services. Yet, a series of dry PowerPoints are often presented that not only fail to engage the target audience, but also leave the audience bored and not well informed.

The moderator is frequently insufficiently prepared, resulting in a dull Q&A session with the panel and little interaction amongst the panelists.

No one, not management, not marketing and certainly not the audience, is happy. That is not the way Marty Shindler's speaking engagements are perceived.

Based in part on the many businesses in which we have served as advisors in our consulting practice, we have been involved in a wide range of [speaking engagements](#) on a host of topical and future thinking subjects covering many aspects of entertainment and entertainment technology.

Marty Shindler, CEO of The Shindler Perspective, Inc. is available to speak at:

- **Corporate events** – Bringing the important company message to your employees, customers and to prospective customers.
- **Marketing events** – Private invitation only events that are designed to inform not only prospective and current customers, but the broader audience as well.
- **Trade shows and conferences** – Presenting your message in an engaging and often entertaining way at your trade show booth or at a conference session on behalf of the company.
- **Internal group meetings** – The same speaking and presentation skills and experience can be effective to facilitate corporate planning and strategy sessions. Often an independent but knowledgeable third party can be very successful in facilitating important internal corporate planning sessions, asking some of the questions that participants internal to the company are reluctant to ask and eliciting the responses on tough issues that receive little more than heads nodding and “yes” answers when sessions are facilitated by internal personnel.
- **Other** – Bringing the same skills and experience to other meetings and events.

Examples of topics for which Marty Shindler has moderated discussions include:

- The Future of TV – on several occasions
- Hollywood Strategies - The Multi-Platform Brand
- VIZIO Advanced Technology Panel
- Eyetracking and Facial Recognition: Enabling Direct Interactivity
- Keynote industry conversation, Steve Canepa GM Global M&E, IBM with Marty Shindler
- Trekking to the cloud - wired, wireless, cellular enabled and satellite - looking to the future
- The Business of Sports...How Technology is Changing the Game
- Exploring the US - China Relationship
- Cross-Platform Content - Analysts and Investment: A View from the Street
- TV, Here, There and Everywhere – The Digital Distribution Revolution
- There's an App for That...Or is There?

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- Who Will Make Money in the 4K Ecosystem?
- Predictions from the Street: The Power Players behind the Great Content Shift (NAB Super Session)
- Spotlight on 3D Content – (ESPN sponsored Super Session at CES)

**Panelists** – Marty Shindler works hard to be sure that the panelists, audience and client all have a positive experience. Indicative of this is that numerous industry executives from leading and prestigious corporations and organizations have been on multiple panels and events where he has led the discussion.

Examples of Marty Shindler's panels and interviews are available online. These include:

[The Future of TV](#) – Digital Hollywood, Fall 2014 and [Spring 2015](#)

[Trekking to the Cloud](#) – Creative Storage, June 2014

[The Intel Studio Experience](#) – Interview by Steve Waskul of Waskul Entertainment at Siggraph 2013

[TV, Here, There and Everywhere](#) TV Academy event

**What they say** – Unsolicited feedback has included the following:

- I echo the comments - it was a well thought out set of questions and all the panelists had well thought out responses. It seems like the audience was very engaged. And as Marty predicted - we ended up with a great turnout for our early morning chat.
- I think I speak for all the panelists in expressing my gratitude at your thoughtfulness in preparing for the panel and keeping us engaged!
- I was genuinely captivated by your discussion, the way I get when I watch sportscenter! Frankly, I tune in and out and the various shows and conferences but not at yours. I thought that your line of questioning was inquisitive, aggressive, and that you got the panel to talk about what we the audience wanted to hear most. I was very impressed with your moderation/ conference, and would love to attend the next.
- Your sessions at Digital Hollywood this week were outstanding. You always pick the brightest of the bright to participate on your panels. AND they know you know what they know and more so it is fun to watch you lead them to reveal the essence of their expertise. Good show!
- I wanted to drop a quick note to say how much I enjoyed your [Digital Hollywood] breakfast session panel. It was incredibly engaging and the rest of the day's panels truly paled in comparison.
- From the lead organizer of the event: This comes for a Caltech colleague of mine: Thanks for the hospitality. Really a great event - excellent program, mix of speakers and Marty's moderating.
- From a senior technology industry attorney: You did a fabulous job. Not only did you get the panel discussing the issues, you had the panel in a heated discussion. You also brought the right level of humor, such as when you responded to the age comment about cable users.
- From a key industry executive participating as a panelist. "Thanks Marty...you did a great job preparing us all. I feel like I've neglected telling you how much I appreciated your moderating, and facilitation skills at the NAB Creative Storage Conference...I'm not the most experienced speaker in public but having you there, someone I know and trust, made all the difference. So thank you."

**Fees** – Fees are dependent on a number of factors, including:

- Responsibility for securing the panelists for the event. Irrespective of who secures the panelists, all panels include a one to one discussion with each panelist 2 – 3 weeks prior to the event
- Preparation and research on the topic
- PR potential
- Location of the event, including travel from Southern California.

[Contact us](#) to discuss specifics and to receive a written fixed fee proposal.