



BA Bosco Anthony

EMPOWERING DIGITAL BRANDS

INTERNATIONAL SPEAKER KIT

SPEAKER INTRODUCTION

Bosco Anthony is a digital strategist and storyteller. His background in the corporate sector provides wisdom on thought leadership, business growth, digital strategy and critical thinking ideology. Bosco spends much time on research, trends and is an idea rebel at heart. Bosco is recognized for his mentorship, entrepreneurial spirit and passion for strategy. Bosco thrives in a collaborative playground and is known for being an influence to the business and digital community.

PURPOSE

Empowering Digital Brands

CORE VALUES

DISRUPTIVE
STORYTELLING

REINVENTING
DIGITAL

REBELLIOUS
THINKING

PURPOSEFUL
RELATIONSHIPS



TEDxSta



SHORT **BIOGRAPHY**

Bosco Anthony is a passionate digital strategist who has been on the international speaking circuit since 2012. With a personal purpose to empower and leave people better than he found them, he is often recognized as an audience favorite. Bosco is known to provide wisdom on thought leadership, digital insights, business growth and critical thinking ideology.

Bosco's disruptive style of storytelling and rebellious thinking have engaged and inspired audiences around the world. Bosco resides in Vancouver, British Columbia where he runs Tribe 1, a boutique digital marketing agency that is fast becoming one of the top marketing agencies in Vancouver.

In addition to his speaking and entrepreneurial endeavors, Bosco is an enthusiastic mentor who can be found guiding various non-profit movements, young entrepreneurs, startups and global outreach programs.

Bosco's highly anticipated first book entitled *Hustle* will be available mid 2017. Bosco received a standing ovation for his recent talk on how to fuel purpose in life at TEDX Stanley Park.

LONG BIOGRAPHY

A passionate digital and live storyteller, Bosco has spoken in 40 cities and has completed over 150 speaking engagements, including Digital Camp, Social Media Camp, Social Media Week and received a standing ovation for his 2016 TedX Stanley Park talk on how to fuel your purpose and empower transformation.

Known as a rebellious thinker and disruptive storyteller, Bosco has been recognized as an audience favorite at many speaking engagements and is often described as being dynamic, insightful, straightforward and entertaining. Bosco's personal purpose is to leave people better than he found them.

With a background in corporate sales and marketing, Bosco made the inevitable transition to entrepreneur and formed his own boutique marketing agency Tribe 1. Specializing in digital content and marketing, social media strategies and consulting, Tribe 1, under the leadership of Bosco is quickly becoming known as one of Vancouver's top digital marketing agencies whose purpose is to empower digital brands.

As an author, Bosco's highly anticipated first book, Hustle, will be available in mid 2017 and is a practical blue print with inspiring stories and engaging case studies, designed to get leaders, entrepreneurs and brands into action.

In addition to his speaking engagements, writing and entrepreneurial endeavors, Bosco is also the founder and host of The Digital Dialogue an online TV show, where he facilitates creative conversation, to inspire and empower entrepreneurs.

Bosco is a passionate mentor who loves to share his wealth of business knowledge and life experience to help others achieve personal and professional success. He was recently featured in a documentary about young Africans making a global impact, and currently mentors various non-profit movements and global outreach programs. Bosco thrives in a collaborative playground and is known for being an influence to the business and digital community.

SIGNATURE TALKS

FUELLING PURPOSE AND MOMENTUM (SIGNATURE TED TALK)

Inspired by thought leaders, this talk is designed to navigate people to personally transform from becoming life spectators to designing change catalysts to society. Many people spend a lifetime trying to discover their personal desire and yet few actually live a life pursuing that purpose. The intention of this talk to fascinate and motivate an audience to act on their personal purpose in life and empower transformation.

DIGITAL ADAPTIVE CONTENT - GAME CHANGING TRENDS FOR CONTENT DISTRIBUTION PLATFORMS

Digital Content and publishing platforms are constantly changing how the audience is consuming information. In this never seen presentation specially catered for Social Media Influencers Bosco Anthony will unleash game changing trends, campaigns and case studies on how the future of content has become adaptive content.

DIGITAL CULTURE, STORYTELLING AND DISRUPTION ENGAGEMENT - THE FUTURE FRONTIER

Digital Disruption through contextual storytelling is rapidly changing how we market brands. The power of influence, reach, authority and distribution in turn promotes effective engagement, lead generation and conversions. Bosco Anthony will cover the emphasis of digital culture within a brand.

This interactive keynote will focus on:

- *Breaking the Upper Limit Problem*
- *5 Critical Life Applications to fuel purpose in life*
- *Creating Alignment between Purpose and passion*
- *4 common barriers that create an upper limit problem*
- *Unlock the secrets to align purpose and momentum in life*

This interactive keynote will focus on:

- *The future of digital content engineering*
- *Content Publishing Strategies*
- *Micro Video Platforms and Engagement*
- *Effective Micro video case studies*
- *Game changing trends in the digital publishing world*

This interactive keynote will cover:

- *The key elements to telling an effective digital story*
- *Successful Disruptive Campaigns and Viral and Social Media Case Studies*
- *The future of social media and digital broadcasting*
- *Game changing trends that will elevate the digital presence of a brand*
- *Easy to adopt and proven strategies for digital success within a brand*

INFLUENCER CURRENCY: THE FUTURE OF SOCIAL MEDIA MARKETING

In this Digital Age, online and social influencers have become a key ingredient to attain digital metrics and conversions. Through contextual storytelling, the digital landscape is rapidly changing how we market brands. The power of influence, reach, authority and distribution in turn promotes effective engagement, lead generation and conversions.

HOW TO TRANSFORM YOUR BRAND THROUGH EFFECTIVE DIGITAL STORYTELLING AND VIRAL CONTENT DISTRIBUTION

Digital Storytelling is rapidly changing how we market brands. The power of influence, reach, authority and distribution in turn promotes effective engagement, lead generation and conversions. Bosco Anthony will cover the emphasis of contextual marketing and engagement. Bosco will map out an effective content strategy that will compliment any brand/businesses. Bosco will also share some interactive successful digital storytelling campaigns that have made a positive impact.

This interactive keynote will focus on:

- *The key elements to telling an effective digital story*
- *Successful Disruptive Campaigns and Viral and Social Media Case Studies*
- *The future of social media and digital broadcasting*
- *Game changing trends that will elevate the digital presence of a brand*
- *Easy to adopt and proven strategies for digital success within a brand*

This interactive keynote will focus on:

- *Learn the key elements to telling an effective digital story*
- *Visual Engagement, Digital Creatives and Interactive Media*
- *Successful Campaigns and Viral and Social Media Case Studies*
- *10 necessary stages to deploy an effective content strategy*
- *How to establish content reach, influencers and distribution to compliment lead generation*

ADDITIONAL TOPICS BOSCO HAS SPOKEN ON

Advanced Sales Strategies
Affiliate Marketing
Blogging 101
Business Growth Hacks
Content Strategy Pillars
Convergence Marketing
Website Development Hacks
Marketing channel strategy
Developing a PR strategy
Digital Cultures and Leadership
Digital Operational Maturity Levels
Digital Personal Branding
Digital Social Interactive Campaigns
Digital Storytelling
Email Marketing
Essential Stages to a pipeline
Event Marketing Blue prints
Goal Setting

Google Triple Play
Influencer Currency
Internet Marketing Essential Stages
Keyword Research
Prospecting 101
Search Engine Optimization 101
Social Advertising
Social Listening
Social Media 101
Social Media Engagement
Social Media Equity
Social Media Marketing
Social Media Metrics
Social Media Platform Development
Social Media Strategy
Social Research
Unleashing Digital Strategy
Viral Campaigns

PREVIOUS CLIENTS & EVENTS

Affiliate / Joint Venture Summit London
Affiliate Bootcamps
Affiliate Summit Boston
B-Dynasty Advisory
BCHRNA Social Media & HR Panel
Blogging Mastery
Brian Jessels Cabriolet
Business Growth Strategy Jerusalem
Business Growth Strategy Mastermind Cairo
Canadian Internet Marketing Forum 2015
Canadian Internet Marketing Summit
Center For Performance Arts and Technology
Crawford Real Estate Group
Digital 2016
Digital Camp
Digital Strategy Intensive Vancouver
Digital Strategy Mastermind Lisbon
Digital Strategy Mastermind London
Digital Strategy Mastermind Maui
Digital Strategy Mastermind Seattle
Digital Strategy Mastermind Squamish
Digital Strategy Mastermind Tofino
Digital Strategy Mastermind Ucluelet
Digital Strategy Mastermind Whistler
Digital Strategy Mastermind Zihuatanejo
Digital Trends Panel
Entrepreneurs International Organization
Epoch Epic Adventures
Estigo Tours
Fraser Valley Social Media Group
Freelance Camp 2012
Hootsuite Community Events
HR Matters
ING Direct
Internet Marketing Center Seminar Calgary
Internet Marketing Center Conference LA
Internet Marketing Center Seminar Chicago
Internet Marketing Center Seminar Dallas
Internet Marketing Center Seminar Denver
Internet Marketing Center Seminar Edmonton
Internet Marketing Center Seminar LA
Internet Marketing Center Seminar London
Internet Marketing Center Seminar Montreal
Internet Marketing Center Seminar Orlando

Internet Marketing Center Seminar Portland
Internet Marketing Center Seminar Raleigh
Internet Marketing Center Seminar Seattle
Internet Marketing Center Seminar SF
Internet Marketing Center Seminar Sydney
Internet Marketing Center Seminar Toronto
Internet Marketing Center Seminar Vancouver
Internet Marketing Center Seminar Vegas
Internet Marketing Center Seminar W
Internet Marketing Intensive Denver
Internet Marketing Intensive Las Vegas
Internet Marketing Mastermind Group
Internet Marketing Thinktank
Internet Masterminds Lisbon
Internet Masterminds London
Internet Masterminds Maui
Internet Masterminds Squamish
Internet Masterminds Tofino
Internet Masterminds Ucluelet
Internet Masterminds Whistler
Internet Success Bootcamp London
Intrawest
Kandy Outdoor Flooring Dragons Panel
Keen Adventures
KingFisher Resort
Kitsilano Business Leaders
Knight International Network
Lexxon
Little Black Dress Gala Series Advisory
Lunch and Learn Series
M Summit
Macs Capilano
Main Street Communications Group
Mais Software
Make Vancouver
Merck
Merita Movement
Nettlestale Inc
Networking with Purpose
Now That's Ugly Society
Online Media Generation Conference 2014
Online Media Generation Conference 2015
Pecha Kucha Fraser Valley
Pigott Properties
Pitchmasters
Promosapien
Rapid Times Network Burnaby
Rapid Times Network Kitsilano
Rare Indigo
REAC Forum
Reinventing M
Revco Enterprises
Room to Read

Room to Read - Power of Ten
Rosemary Rocksalt
Salon Marketing Conference Seattle
Salon Marketing Conference Vancouver
SFU Beedie
SFU Mentors In Business
SFU Pathways Conference
SMC Social Media Crisis Panel 2016
SMC Social Trends Panel 2016
Socail Media Camp 2015
Socia Light Vancouver
Social Media Awards
Social Media Camp 2014
Social Media Camp 2016
Social Media Camp 2017
Social Media Expo 2012
Social Media Expo 2013
Social Media Expo 2014
Social Media Week 2012
SOHO
Soho Financial Post Reach 2012
Soho Nanaimo
Speak Social Advisory
St Edmunds Board
St Edmunds Elementary School
Steve Dotto Show
Street Smart Creative Agency
Surrey Board of Trade Innovation Awards
T Management
TedX Stanley Park
TedX Stanley Park Speaker Panel
The Social Media Network
Tourism Vancouver Island AGM
Tribe1 Advisory
UBC Marketing Association Gateways
UBC Sauder School Of Business
University of Fraser Valley
Unleash Culture
Unleash Dreams
Unleash Dreams Advisory
Vancouver Bunker Project and Show
Vancouver Business Network
Vancouver Entrepreneur Group
Vancouver Whitecaps
VBN Group
Vision Conference
Water Street Profile Events
Whistler Olympic Parkk
Whistler Sliding Centre
Whistler Sports Legacies
Wolf of Wall Street Community Partner
YLYW Speaker series
YVR Bloggers

OVER
40
CITIES SPOKEN

CANADA

Abbotsford	N. Vancouver
Burnaby	Surrey
Edmonton	Squamish
Halifax	Toronto
Kitsilano	Vancouver
Montreal	Victoria
Nanaimo	Whistler

USA

Boston	Maui
Chicago	Orlando
Dallas	Portland
Denver	Raleigh
Las Vegas	San Fransisco
Los Angeles	Seattle
Washington	

INTERNATIONAL

UAE

Abu Dhabi
Dubai

Ethiopia

Addis Ababa

Netherlands

Amsterdam

Egypt

Cairo

Tanzania

Dar-es-salaam

Israel

Jerusalem

England

London

France

Paris

Italy

Rome

Australia

Sydney

Mexico

Zihuatanejo

Tanzania

Zanzibar

SPEAKER TESTIMONIALS



**Susan Lewis
& Wendy Sears**
*Lewis & Sears
Marketing & Event
Management Inc.*

“We have had the pleasure to work with Bosco Anthony as a guest speaker at a number of our events. Bosco’s presentation is as engaging as his personality. He is a true professional and prepares well in advance to ensure he knows his audience. We appreciate that he takes the time to meet with conference delegates one on one and answer any questions they might have regarding social media. Bosco is a pleasure to work with and we appreciate the continued support that he provides to our events! “



Ron Sulatycky
*Director of Sales
at Merck*

“Bosco Anthony gave an inspirational and moving presentation as the keynote speaker at our Regional Sales meeting in September. He took the time to research our company, get to know our values, and interview our employees to learn as much as he could about Merck’s vision and strategy. Bosco entertained, educated and challenged our employees, and the end result were reps who were engaged and motivated to think about their purpose in their day to day. Bosco was a delight to work with, and delivered everything we discussed and more! Would have him present again anytime.”



Paul Homes
*Co-Founder,
Social Media Camp*

“Bosco Anthony has been an entertaining and dynamic addition to the Social Media Camp roster of speakers for the past three years. He brings a visual, engaging talk loaded with valuable and current content. Each year his talks have been standing room only. He is a must see speaker in action for any conference line up. We are absolutely thrilled to have him as our opening keynote speaker at Social Media Camp 2017 in Victoria.”



Roger Killen
*Founder,
TEDx Stanley Park*

“I am the Producer of one of the world’s largest TED conferences, TEDx StanleyPark. On May 28, 2016 Bosco Anthony spoke authentically, eloquently and enthusiastically on the subject of “Feeling stuck - fuelling life from average to epic”. Bosco totally engaged the audience with his stories and examples and the depth and breadth of his knowledge. He gave legs to the potential of what could be. The packed house loved him and gave him a well-deserved standing ovation.”



Jonathan Yaniv
*Digital Camp
Testimonial*

“Bosco Anthony brought life to Digital 2016. He’s extremely energetic, enthusiastic and brings the conference together. Bosco Anthony certainly was the backbone of Digital. 2016 and I couldn’t be more thankful. Bosco instantaneously makes a connection with the audience with subject matter they can relate. Your attendees will be awake during every breathing moment of Bosco’s presentation. Bosco’s fees are 100% worth it. You won’t be disappointed. I am definitely bringing Bosco Anthony to future conferences as a speaker. Having Bosco Anthony at your conference is truly a no-brainer. He’s a must-have for any conference line up and will help boost your ticket sales.”



Laurie Gillis
*Executive Director,
Atlantic Presenters
Association*

“Bosco made a real impact on our conference delegates. His keynote hit home on so many levels with a wide variety of delegates. Bosco’s presentation was polished, captivating and cutting edge, as he delivered a strong message worth pursuing. Bosco took the time to get to know our audience and delivered a presentation that was relevant and meaningful to our membership.”

SPEAKER TESTIMONIALS



Heather McEachen
*Trade & Media
Specialist, Tourism
Vancouver Island*

“Bosco Anthony can deliver a presentation that will captivate, engage and inspire your audience to think out of the box. At our recent conference, our survey results ranked Bosco as the number one speaker. In his presentation he continually changes his delivery from videos, images, graphics and stories based on personal experiences. If you are looking for a social media expert to deliver a presentation that your clients will be talking about for days after, Bosco is who you want.”



Juliet Choi
*Imprint Chair
University of British
Columbia*

“Bosco spoke at a UBC Imprint’s workshop on the topic of social media marketing and personal branding. He tailored the workshop perfectly to what our students wanted to learn and every student walked away with a great understanding of how to build their personal brand on social media. Bosco’s workshop is the most engaging and interesting workshops I have ever attended and we received amazing feedback from the attendees. After the workshop Bosco answered questions and the students really appreciated how approachable and personable he was. I would highly recommend inviting Bosco as a speaker for any organization.”



Sean Bassi
Founder 604 NOW

“Bosco recently presented to our group a fantastic and insightful talk on the key elements of digital storytelling. We truly appreciated his insights and current take on the digital trends when it comes to content engineering. Bosco has a unique style and his delivery is visually interactive. He was able to engage the entire team.”



Leslie Yuen
*Founder,
OMG Conference*

“Bosco was awesome to work with as a main speaker for OMG Social Media Conference. His enthusiasm, knowledge and support helped us to make our inaugural conference a success. He’s extremely in tune with the current social media trends and was able to create an impactful presentation that allowed our attendees to walk away with many practical takeaways. Bosco went above and beyond in his role as a speaker. Since he’s been a speaker at many events, he was able to give us useful advice at every stage of planning.”



Moe Somani
Principle Soho Events

“Bosco Anthony is a seasoned, experienced and accomplished speaker who has been apart of the Soho events over the years. He makes an impact to all our conferences. Bosco provides a wide range of digital, social and interactive topics that are current, relevant and engaging in all of his presentations. His insights on thought leadership and interactive style of presenting must be commended. Bosco is diverse and excels as a keynote speaker, a featured panelist and/or moderator. We have hired Bosco in various capacities and he is one of the top respected digital influencers in the city.”



Miranda Tang
*Assistant Professor at
University of Fraser
Valley*

“The marketing students at the University of Fraser Valley hung on to every teaching Bosco shared. His visual campaigns, case studies and real time trends were very relevant to the students. We appreciated his leadership and career insights. Thanks so much Bosco.”

SPEAKER
PHOTOGRAPHY



SPEAKER LOGISTICS

SPEAKER FEES RANGE

Established Keynotes based on timeslot

\$5,000 - \$7,500

Tailored Keynotes based on client requests inclusive of discovery

\$7,500 - \$10,000

Custom Keynote or Designing a new keynote

\$10,000 - \$15,000

DOMESTIC PAYMENTS

Cheque to be provided to Bosco before/ after speaking engagement within the same date of event.

Cheque to be made out to
Bosco Anthony Pereira Or email debit transfer to bosco@boscoanthony.com

INTERNATIONAL PAYMENTS

Please email bosco@boscoanthony.com for payment options outside of Canada.

TRAVEL / LODGING

Event Organizers will cover the cost of the flights, transportation, hotel accommodations for the speaker.

Air Canada or WestJet Flights is the preferred choice for domestic flights (Premium Plus or seats with additional leg room) • Name for flight is Bosco Anthony Pereira.

King Size Bed, Wifi access to hotel room is preferred - Name for accomodation is Bosco Anthony Pereira.

AV / SOUND / PRESENTATION

The speaker uses keynote and/or powerpoint on his apple macbook air. He has a cable converter from macbook to HDMI or Projector outlet. Please let the speaker know if he needs to bring an HDMI cable as well.

The speaker has access to his own clicker or the venue can provide a clicker.

The speaker will be running videos with audio and requires access to speakers and a cable to be connected to his laptop for audio.

The speaker prefers a headset mic or a lava mic - Hand held mics are the last option. The venue will provide a confidence monitor as well.

The speaker conducts sounds check before the speaking engagement.

MEDIA

Please provide the speaker with all social handles for the event.

The speaker will sit down with media for any interviews required.

The speaker will network and interact with the audience and do any QNA.

The event organizers agrees to provider a video/text or social endorsement for the speaker after the event.

DIGITAL MEDIA

SIGNATURE TED X STANLEY PARK TED TALK

<http://bitly.com/boscotedx>

WHY SHOULD YOU HEAR BOSCO SPEAK?

<https://vimeo.com/128450309>

PODCAST WITH INTERNET MOGUL DEREK GEHL

<http://entrepreneurignited.com/storytelling-marketing-social-media>

SOHO NANAIMO

<https://www.youtube.com/watch?v=O7Ke0lof6E4>

2016 SPEAKER TED X ALUMNI

<https://www.tedxstanleypark.com/our-speakers>

604NOW INTERVIEW

<http://604now.com/2016/03/08/bosco-anthony-interview>

SPEAKER SPOTLIGHT SOCIAL MEDIA CAMP

<http://socialmediacamp.ca/speakers-spotlight-bosco-anthony>

STEP INTO THE JUNGLE PODCAST

<http://drjasonklop.libsyn.com/podcast/062-bosco-anthony-on-the-importance-of-self-alignment-self-love-and-self-talk-as-a-strong-foundation-for-success>

CHATTING WITH CHAMPIONS PODCAST

<https://www.podcat.com/podcasts/t0zyqm-chatting-with-champions-interviews-with-successful-entrepreneurs/episodes/9805np-bosco-anthony-digital-marketing-strategies-to-accelerate-your-business>

NATURAL BORN SPEAKERS - I HEART RADIO

https://www.iheart.com/show/53-NATURAL-BORN-SPEAKERS/?episode_id=27538359

BOSCO ANTHONY GOES VIRAL AT SOCIAL MEDIA CAMP

<https://storify.com/boscoanthony/tweet-explodes-during-bosco-talk-at-social-media-c>

THE DIGITAL DIALOGUE

<http://thedigitaldialogue.ca>

MEDIA PAGE

<http://boscoanthony.com/media>

SPEAKER INQUIRIES & BOOKINGS

BOSCO ANTHONY

604-910-8383

bosco@boscoanthony.com

FOLLOW ME

@boscoanthony



COMING SOON

HUSTLE

BY BOSCO ANTHONY

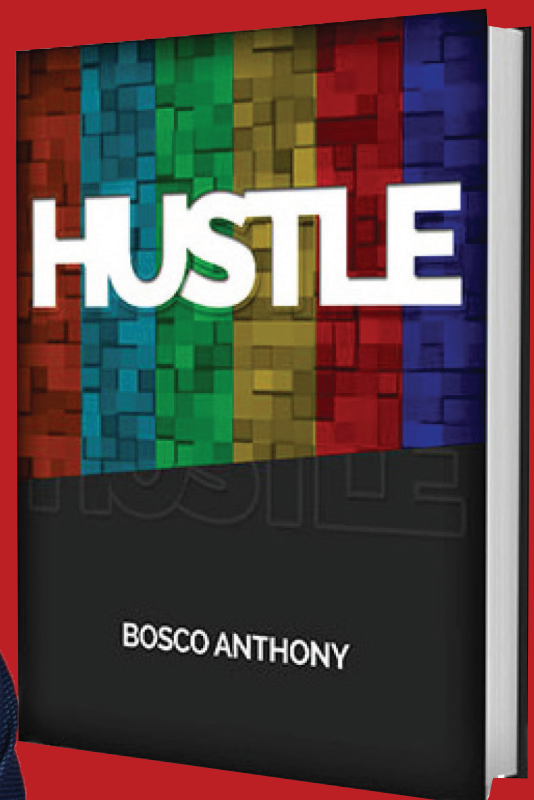
Digital Marketing Strategist and storyteller Bosco Anthony shares his life experiences and business growth strategies that he has applied over the years to build a digital empire. This book contains practical blue prints, inspiring stories and engaging case studies infused in a straightforward approach. This book is designed to get leaders, entrepreneurs and brands into action!

boscoanthony.com/hustle-book

“INSPIRING”

“ENGAGING”

“PRACTICAL”





Bosco Anthony

Business Growth Strategist

bosco@boscoanthony.com

www.boscoanthony.com