

“ You were the perfect choice. *Microsoft* ”

# BRIAN CARTER

## Partial Client List

Microsoft  
NBC - Universal  
The U.S. Army  
Humana  
Citrix - GoToMeeting  
SalesForce  
Formica  
Content Marketing World  
Hand & Stone Massage  
Retrofitness  
Junior Volleyball Association  
Global Recruiters Network  
PrideStaff  
The Natl Assn of Fire Equip Distrib  
Flooring America  
Thermofisher Scientific  
MD Revolution, Life Technologies  
Miami University  
The Rural Broadband Association  
Professional Engineers of NC  
CCA Global, Lighting One  
Keystone Automotive  
Horizon Distributors  
The Volios Group  
Airport Review News  
Butler Builders  
Cantrex Nationwide  
Int'l Warehouse Logistics Assn.  
JP Morgan  
Atlantic Bedding & Furniture  
B2B Connect  
Valley Telecom  
Central Garden & Pet  
Power South  
Lund Boats  
Origami Owl  
American Bankers Association  
Independent Jeweler Organization  
Young President's Organization  
National Agrimarketing Association  
James Hardie  
Atlantic Bedding & Furniture



Imagine you could book a high-energy, crowd-pleasing **GENERATIONAL SPEAKER** with hilarious original comedy plus practical takeaways customized to your industry and audience, all-in-one? How much impact would that have for your organization?

**How do top organizations influence every generation and create stronger intergenerational teams?**

Motivational speaker Brian Carter's hilarious, customized and research-driven keynotes for leaders, managers, marketers, salespeople, customer service reps and teams answer the big question: "How do you get all of your people regardless of age onto the same page, buying into your mission and moving confidently into the future together?"

Why choose **generational speaker** Brian Carter? When you hire the right speaker, your audience leaves energized, entertained, educated and alive with possibilities.

Brian has worked with some of the most successful organizations in the world. He has more than 10 years experience managing, marketing and selling to millennials and has conducted programs for market-leading companies and organizations including GoToMeeting, Microsoft, The Junior Volleyball Association, Miami University and Humana. Brian has worked with all generations, has personally managed millennials successfully for many years- and still does. The Brian Carter group has conducted an intensive ten-year study of generational differences in the workplace and in digital and social marketing.

Brian understands that you know more about your challenges, successes and people than anyone else. He will work with you to customize the program(s) for maximum impact.

**“Phenomenal speaker. Personable, informative and downright entertaining. I'd hire him back in a second.”** NBC-Universal

“ Impactful, Fun and Interesting! *Life Technologies* ”

**FUNNY  
PRACTICAL  
MOTIVATIONAL  
Long-Term  
Impact!**

**Client Testimonials**

“Brian spoke to a diverse crowd ranging from Millennials to Baby Boomers. Brian’s business stories were profound and his entertainment provided the opportunity to absorb the strategic points before moving on. Brian Carter could command an audience talking business OR making people laugh. Fortunately for us, he did both.” **Global Recruiters Network**

“Very impressed. Impactful message, fun and interesting. We had a blast.”

**Life Technologies**

“Easy to understand and digestible. A great deal of solid takeaways. Extremely positive comments from the attendees.” **Lighting One**

“A bastion of knowledge.” **Havas**

“I got more out of Brian’s keynote presentation at a recent conference I attended than all the other sessions. Knowledgeable and FUN. Actionable takeaways I can use immediately for better results.”

**Valley Telecom Group**

“Outstanding presentation! Easy executable steps. A simple plan that can help any size business.”

**Keystone Automotive**

“Brian is an engaging and entertaining speaker. Timely and fun!” **MD Revolution**

**GENERATION “WHY NOT?”**

**How FIVE Generations Build ONE Team**

There are now FIVE generations in the workplace! Millennials are gaining power and Gen Z is entering the workforce. Do you know how they like to be communicated to? Do you know how to bring them together as a team? How can younger generations get along with older ones? Learn about each generation’s special strengths and skills and how to harness them. Simple steps to boost employee engagement with any generation. Make sure everyone feels valuable and included, and you create a win-win with everyone.

**GEN REVENUE:**

**The ABC’s of What 5 Generations Want**

MILLENNIALS have more and more money as they continue their professional careers. Some of them have very low expenses. And some will soon inherit quite a bit. Do you know how Millennials like to be marketed to, why they buy and what they want in customer service? What about Gen Z? Gen X? Do you know how each generation prefers to be marketed to? Learn why they buy and what they love and hate in products, services and companies.

**GEN X-PERIENCE:**

**Generational Customer Experiences That Boost Word-of-Mouth Activity and Generate Business**

Is your customer experience attractive to current and future customers? In 2019, there will be more Millennials than Baby Boomers. Are you adapting the customer experience as customer demographics change? Are you confident that your communication methods are likable to Millennials and Gen Z? Learn research and best practices on for customer experience in the social media era.

