



TYLER OLSON

- + Over 50 speaking engagements in front of 10,000+ in the last 12 months
- + International Speaker on Social Media, IT and Entrepreneurship
- + Engaging, Concise and Intelligent Conversations Around New Media

TESTIMONIALS +

"You made a confusing and complex subject very easy to understand. Most importantly, you opened our eyes to the possibility an easier, but, nonetheless powerful way to generate leads."

Susan Fronk, Administaff

"He is the next Bill Gates; he's on fire, has a huge web following, and works with large companies!"

Amy Westerlund, Keller Williams Premier Realty

"Tyler's ability to connect with the entire audience - from the absolute beginner to the savvy marketing veteran - is uncanny"

Jerome Harrison, Minnesota High-Tech Association

"Tyler's presentation today was clear, articulate, engaging, and interactive. I walked away with a much better understanding of social media overall, and how it could be accessed to further the mission and goals of my organization."

Sara Michel, Ebenezer

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The Continuing Evolution of Social Media Integration within Marketing Campaigns

Over the past decade interest in traditional marketing continues to plunge while digital media flourishes. Companies are incorporating social media into their marketing budget at an accelerating rate. A recent survey of Fortune 1,000 CMO's showed that the marketing budget allocation increased from 6% to nearly 12% over the last year and they expect it to reach greater than 17% within a few years. However, many are not seeing similar results. Find out why and learn from their mistakes to markedly distinguish you and your campaigns from others.

Internet Fraud: How to Protect Your Business

In this enlightening presentation by entrepreneur and online security expert, Tyler Olson, you will be shown how these attacks occur and what you need to know to feel secure against common forms of internet fraud. Internet Fraud: Now more than ever, individuals and business owners need to know, understand, and fight against Internet Fraud.

Social Media: Why is it important for our business?

Facebook, LinkedIn, Twitter and Social Media. You've been hearing about it everywhere. Everyone seems to be trying it out, but what you've learned so far seems basic. You're not sure you're doing everything you should be. You just want to figure out whether these services can help take your professional career or your business to a new level. Stop trying to "figure it out" on your own; Tyler Olson has the answer.

See a video sample of Tyler speaking at: youtube.com/smcpros



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"Tyler took what we've been struggling with and gave us some structure and clarity around next steps. Seriously, thank you!! I'm excited for the result."

*Debra Bahr-Helgen, City of Minneapolis
Employment and Training Program*

"Tyler, the attendees rated your session in Fort Worth a 4.93 out of 5.0. Great work! It's the highest rating I've ever seen."

*Kara Malmgren,
Midwest ENERGY Association*

"Your presentation was up-to-the-minute packed with good information, fun to listen to, and engaging. I can see why your firm is taking off"

*Kathleen Vols, Professor of Excellence
in Marketing, Land O' Lakes*

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BIO

When Foursquare needed help integrating itself across the Internet, they called upon Tyler Olson, Chief Executive Officer of SMCpros and a nationally recognized speaker. Tyler is an accomplished entrepreneur and has started seven successful business ventures. With over 100 social media speaking engagements in the last two years in front of over 10,000 people, Tyler is one of the most experienced social media presenters you will find. He is one of the most dynamic, data-driven, and experienced Gen Y speakers on social and digital media. Tyler will ensure that any audience leaves with new insights.

**To book Tyler, contact Devie Hagen at
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