

## Tripp Crosby

Comedy Filmmaker, Live Host and Entrepreneur

### **Seriously, stop worrying about your logo.**

Finding your passion is one of life's greatest gifts. As entrepreneurs, artists, or ambitious employees, you likely have big dreams to scale your business, create your masterpiece, secure your financial future, or change the world. But one surefire way to ruin your potential success is to make the simple mistake of taking yourself or your dreams too seriously. When you take yourself too seriously, you avoid risk, you miss out on grand opportunities, and you can end up burnt out or even worse: stuck doing the wrong job with the wrong people for the wrong reasons. In this presentation Tripp takes you on his very unique, hilarious, and inspiring journey from finding early success in Hollywood and almost ruining his entire future to eventually finding even greater success than he ever imagined by making peace with his past and paying attention to his present.

Audience: Works for anyone, but best for solopreneurs, entrepreneurs, startups, churches and non profits.

### **Do More Better Together You know, “Innovate”**

Today's workforce is feeling pressure to innovate more than ever before, and that is a great thing. But not enough people have the confidence or skillset required to think creatively, much less present new ideas. And very few teams operate in an environment that actually encourages new ideas. Fortunately, there are a few small practices that, if implemented, can have big results on how well companies, teams, and individuals develop more, better ideas together. In this hilarious and interactive presentation Tripp will teach 3 basic practices to help anyone in any position learn how to discover new ideas, better collaborate with others, and ultimately find more meaning in their endeavors.

Audience: Very Broad. Any type of company or association wanting to increase innovation.

### **Connect with your Audience and maximize your impact**

Whether you are giving a presentation in a small boardroom, or launching a multi-million dollar marketing campaign, the goal is the same. You want your audience to pay attention, and this can seem like a daunting task. But you don't have to be well-spoken or a creative genius to impact your audience. You just learn and practice the art of connection. Tripp has spent decades presenting ideas, directing massive marketing campaigns, building an online audience, and hosting events for some of the world's largest brands. In this hilarious and interactive presentation he will share his most powerful tips for making an audience feel understood, curious, and motivated.

Audience: Broad. Any group of people interested in creating better connection with their employees, customers, and each other.

### **How to go Viral You Can't.**

Tripp gets calls at least once per month from companies all over the world wanting a “viral video” which he now realizes is code for “please make me a clever video that gets lots and lots of free distribution” which is also code for “gimme some cheap leads!” The thing is, Tripp has created multiple videos that went very, very viral, so he knows exactly what goes engaging the masses and how difficult it is to get the right results from the right audience. Today, Tripp's Company Very, Very Video helps huge brands (like Zoom and Workday) as well as many unknown, but fast growing startups (like Front and Richpanel) generate hot leads through very, very engaging video ads and social content. In this presentation, Tripp will share exactly how he and his team create content that has maximum audience impact.

Audience: This presentation is best for marketers, advertisers, and content creators

### **Write scripts right so your videos have maximum audience impact**

If you're a small business interested in upping your digital marketing game, or a full-time digital marketer at an agency or large company, then you already understand the power of social video. And you probably realize how hard it is to stand out amongst the millions of hours of social content that is being uploaded on a daily basis. The good news is you don't have to be Aaron Sorkin or Jake Paul to create a video that engages your audience. And

you don't have to make expensive slick-looking super bowl quality content. You just need to know how to understand and build curiosity with your specific audience. Tripp has spent the last two decades writing video scripts that have generated hundreds of millions of impressions (mostly organic) for huge brands, small startups, and his own social channels. In this presentation he will walk step by step through his writing process.

Audience: This presentation is only for video content creators and writers

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