

Ben Feller

Former Chief White House Correspondent for the AP, Leading Adviser to Corporate America

HOW TO MAKE ANY AUDIENCE CARE The ability to inspire people to care about your story begins with a simple premise: It's not what you say that matters, it's what they *hear*. Ben Feller has made a career of connecting with audiences from the briefing room to the board room to the living room. Come for communications tips to succeed in business and life, infused with inside-the-West-Wing stories you will not want to miss.

A MODERATOR FOR ANY MISSION You have a packed conference, but how can you be sure your attendees will be inspired? With rigorous preparation and a keen sense of how to read the room, Ben Feller is the distinctive choice to moderate any discussion. Get everyone engaged, led by a communicator who has conducted thousands of interviews and has a knack for knowing what will keep audiences enthralled.

ESG AND DEI: HOW TO SURVIVE AND THRIVE Partisan backlash over Environmental, Social and Governance work (ESG) has caused a reckoning, with companies left with a difficult choice: Back away, sit still, or move forward? In a revealing session, learn how reframing ESG actions as "Responsible Business" can shrink the backlash – and how companies can smartly discuss diversity, too, amid the crackdown on Diversity, Equity and Inclusion (DEI).

FRONT SEAT, FIRST QUESTION: A WHITE HOUSE PERSPECTIVE Before Trump and Biden, there was Obama and Bush – and an entirely different White House world. The perspective from that period offers an illuminating context to the decisions and the drama unfolding today. As the former chief White House Correspondent for the Associated Press, Ben Feller went everywhere Presidents George W. Bush and Barack Obama did for six years – on Air Force One, in the Oval Office, around the world. Come hear about the front seat to history.

PARENTAL PROBLEM-SOLVING: HOW TO MAKE THOSE BIG PROBLEMS LITTLE Ben Feller is an award-winning writer who covered two presidents and now helps people and organizations tell their own stories. Ben's most important title – Sam Feller's dad – is the one that drove him to write *Big Problems, Little Problems*, a father-son tale about conquering life's frustrations together. The book opens up an important discussion about parenting because it is written from the view of a dad, a perspective that can inform any event focused on modern-day parenting.