Guy Kawasaki

Chief Evangelist at Canva, Brand Ambassador at Mercedes-Benz, & Former Chief Evangelist at Apple

The Art of Innovation. This speech explains how to create innovative products and services using tactical and practical techniques. It is best suited for organizations that want to jump to the next curve. It is Guy's most popular speech.

The Art of the Start. The speech about how to create a new company. It reflects the knowledge Guy has gained from Apple, starting multiple companies, working as a venture capitalist, and advising dozens of companies. His book, *The Art of the Start*, by the same name as this keynote speech is the de facto standard for books about entrepreneurship.

The Art of Enchantment. The speech explains how organizations and individuals can change people's hearts, minds, and actions. This talk is based on the content covered in his best-selling book, *Enchantment*.

The Art of Social Media. Guy demystifies social media in this speech and makes social media a useful and powerful marketing tool. Many people believe that Guy's book by the same name, *The Art of Social Media*, is the best book ever written about social media.

The Lessons of Steve Jobs. Guy is one of the few people in the world who can credibly give this speech. He draws from his experience working for Steve Jobs and applies these lessons to business practices.