

David Berman Expert Speaker Introduction (for priority/time topics)

Dale Carnegie's advice on introducing speakers:

"Introduce in under 60 seconds, ensuring you cover these four things:

1. State the topic.
2. Tell the audience why it is important.
3. State the speaker's qualifications. (*choose a few points from the paragraphs below*)
4. Handoff: "Here's David..."]

[DON'T READ ALL THIS ALOUD... JUST CHOOSE SOME FACTS YOU LIKE:]

David Berman has more than 20 years of experience in priority and time management, design, and business strategy.

David's firm has developed personal productivity software currently licensed in 38 countries, as well as workgroup time tracking software used on four continents.

His expertise as a speaker, trainer, and coach has brought him to over 15 countries, helping thousands of people get greater things done.

He is a senior strategic consultant, with clients including IBM, the International Space Station, xWave, and the Government of Canada.

As a designer, communications strategist and type director, David concentrates on Web properties including second generation Web sites for CRA, Health Canada, the National Research Council, Indian and Northern Affairs Canada, Industry Canada, CMHC, the World Bank, as well as many private sector and non-profit organizations.

He served as first elected president of the Association of Registered Graphic Designers of Ontario, the world's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and *Rules of Professional Conduct* and authored Ontario's accreditation examination on ethics and professional responsibility. In 1999, he was named a Fellow to the Society of Graphic Designers of Canada, one of the youngest in history. In 2002 he was elected national vice-president. Presently, he is ethics chair for the profession in Canada. He presently serves as Vice-President of Icoqrada, the World body for communications design, and sits on an ISO standards committee.

He trained at the University of Waterloo in computer science and at Carleton University in psychology. David also worked in the Canadian federal government as a systems analyst.

He has provided custom consultation and software needs assessment for private and public sector organizations, including Occidental Petroleum, Intuit Corporation, Abbott Laboratories, the Canadian Museums Associations and the Transportation Association of Canada.

David is also an expert speaker on strategy, Web, and information design issues, and is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers.

David is passionate about sharing his message of how we can all help repair the World through socially-responsible application of our professional skills and opportunities.