

## SPEAKER INFORMATION: RYAN COHN, CEO

### **Biography:**

Ryan Cohn is Chief Executive Officer at What's Next Marketing, the largest independent social media agency in Florida. What's Next has created and executed social media campaigns for The American Chemistry Council, Florida State University, Carmichael Racing, The Water Quality & Health Council, and many other notable brands. The Ad Club of Boston named What's Next as Emerging Interactive Business at the 2011 South By Southwest Festival, and in 2010, Ryan was named "Social Media King of Florida" by 850 Business Magazine.



### **Speaking Engagement Types:**

Ryan is available for keynote addresses, individual breakout sessions, panel sessions (moderator and panelist), and small group training seminars.

### **Sample Programs:**

- Brand Value: Why Some Fans and Followers are Worth More than Others
- The ACED IT Model: A Guide to Improving Your Organization's Facebook Presence
- Executive Social Media: How to Stop Talking About "Likes" and "Followers" and Get Down to Business
- What Could Go Wrong? Preparing a Social Media Crisis Communication Strategy
- The Apple Army: Using Social Media to Create Brand Evangelists
- Breaking Down Verticals: Integrating Social Media Throughout Your Organization
- What's Next? Emerging Trends in Social Media

### **Testimonials:**

Ryan could be the spokesman for the social media industry.

**Dr. Bill Smith, FSU College of Communication (formally of Xerox)**

I've been to at least 10 social media seminars and speaking engagements. Ryan's seminar finally connected everything together!

**Jane Parsons, Proforma**

Thank you for your great seminar! Great information and I really appreciated the opportunity to be there.

**Carrie Fraser, Mom's Time Out**

Amazing job by you and your team! Thanks for all the great info and the super presentation.

**Joseph Abal, Abal Auctions**

*E-mail [info@whatsnextmarketing.com](mailto:info@whatsnextmarketing.com) for information regarding Ryan's speaking availability.*