LAURA SCHWARTZ *live*

SPEAKER | AUTHOR | COMMENTATOR

THE SPEAKER PORTFOLIO

lauraschwartz*live*.com

OVERVIEW

LAURA SCHWARTZ - PROFESSIONAL SPEAKER, EMCEE, AUTHOR OF "EAT, DRINK & SUCCEED" AND TELEVISION COMMENTATOR

LAURA'S APPROACH

Laura enjoys collaborating with speakers bureaus, meeting planners and the client to successfully provide services to meet the specific goals of the client and the event. Just as she says in her keynotes; it is not only the Return on Investment (ROI) that Laura strives to achieve for every client, but the Return on Experience (ROE) at every event. Her approach is to research and listen before she even begins to speak.

For more information on her method, see Laura's in-depth cover story in Europe's *Live.* magazine. It can be found in its entirety here.

THE KEYNOTE

Laura Schwartz is an unforgettable, motivational and actionable high-energy speaker. Named one of the Best Keynote Speakers by *Meetings and Conventions* magazine and one of seven American speakers who exceed and surpass expectations by *Successful Meetings* magazine, she delivers customized presentations while incorporating key messages and client objectives to ensure every keynote is relatable and relevant to the audience at hand. Whether Laura is presenting to a room full of industry leaders, sales executives, entrepreneurs, independent consultants, women business leaders, Fortune 500 CEOs or young professionals, each presentation is packed with powerful tools to propel your audience to the next level in business and beyond.

THE EMCEE

Laura is the preeminent emcee for conferences and events as she engages the audience and works to create an environment – whether high energy or contemplative – that will further the objective of her client. Laura uses her extensive television experience to bring a level of ease and expertise to on-stage and on-camera interviews with CEOs, experts, celebrities and organizational leaders as well as moderated panel discussions. When Laura emcees your event she is proud to become a full-time Brand Ambassador of your company, its culture, product and message. It is a guarantee that she will keep the audience involved and a conference on track, on message and on time.

CAPTIVATING PRESENTATIONS

Laura sought out an award-winning motion picture studio to design her presentations to ensure that her keynotes look like no other. PowerPoint presentations may have a place and a value, but for her general session keynotes, Laura wants the audience to experience something different from anything they've ever seen at a breakout or general session. She seeks to re-imagine, re-energize and re-engage each audience by delivering messages they can learn from, incorporate into their lives and never forget!

NO BOUNDARIES

Laura's presentations are effective around the world because, although they are adapted to every audience, her message knows no boundaries. Her international experience and career allows her to connect and influence all cultures, ages and industries. Her presentations have been acclaimed overseas in Europe, the Middle East, Africa, Asia, Australia, the Americas and beyond.

LAURA DONATES 100% OF PROCEEDS FROM BOOK SALES TO YOUR CHARITY OF CHOICE

Laura's book, "Eat, Drink & Succeed," also the name of her Signature Presentation, focuses on being "prepared for partnership," turning the "optional into opportunity," and realizing the positive, powerful benefits networking can bring to others. She Donates 100% of all proceeds from books sales at her speaking engagements to the client's chosen charity or scholarship program.

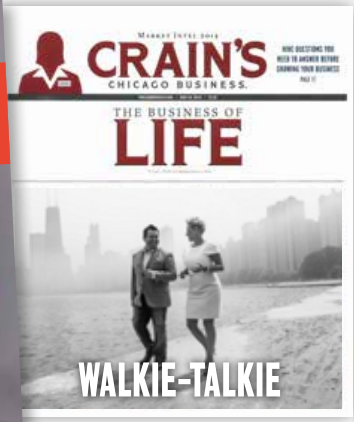
LAURA'S SOCIAL MEDIA ENGAGEMENT AND ASSETS FOR HER CLIENTS

Laura's social media engagement with your audience begins as soon as your contract is signed and it continues to the stage and beyond. Laura is active on all channels of social media, including your specialty in-house conference apps, and will incorporate your handles, hashtags and names leading up to, during and after the conference. In addition to social media, Laura Schwartz Live also provides professionally created content, including materials ranging from info-graphics and blogs to customized videos, Twitter chat opportunities and more with the client to be used as co-branded assets (at no additional cost).

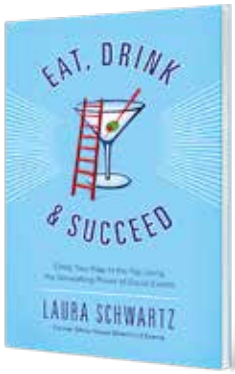
Laura, with her extensive background in television and radio, is also available to record podcasts prior to your conference with your leadership and team for playback on the Laura Schwartz Live Podcast series on iTunes and your own website. Laura engages with your audience before your conference even begins to help energize and encourage your members to register and after it is finished to continue the conversation and remain connected!

LAURA OFFERS A FLAT RATE FOR TRAVEL

Laura is always willing to work within a flat rate of travel if it is the preference of the client or speakers bureau.



Featured in Elle and Glamour Magazines South Africa & marie claire UK"
"Realize that any conversation can be the next conversation to change your, or someone else's life."
Laura Schwartz



PODCAST LAURA SCHWARTZ *live*

FOX NEWS channel · CBS NEWS · CNN · MSNBC · abc
BBC · CCTV · EUROPEANCEO
ora ora.tv · TEDx · FT · NSA NATIONAL SPEAKERS ASSOCIATION

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BIOGRAPHY

THE WHITE HOUSE YEARS

Laura Schwartz, as the White House Director of Events for the Clinton Administration, worked one-on-one with the President, the First Lady, World Heads of State and international business leaders as she created and executed more than 1,000 White House events including State arrival ceremonies and dinners, America's Millennium Celebration, the UN Millennium Summit and NATO's 50th Anniversary. While producing the President's events on the world stage, Laura demonstrated the ability to inspire a nation and the world through powerful productions. She arrived at the White House, with no political connections, at just 19 years of age as a volunteer answering phones in the press office. Immediately proving her value, Laura climbed her way up the ranks to Staff Assistant, the Midwest Press Secretary, the Director of Television, and ultimately, the White House Director of Events. Following the administration, Laura travelled the world with Former President Clinton for the Global Initiative.

PROFESSIONAL SPEAKER, EMCEE AND INTERVIEWER

Laura has been taking her empowering presentations to stages across the world since 2001 and is well known for her dynamic keynotes and as a mistress of ceremonies for multi-day conferences and events. Whether addressing an intimate gathering of 30 or a crowd of 30,000, Laura captivates audiences with her positive energy, expertise and enthusiasm. Laura has received high marks for her work as emcee for many prominent corporations including Hewlett Packard, Microsoft, Mercedes Benz, Cathay Pacific, HSBC, BlackRock, Pacific Life, MACY'S, Hilton Worldwide, the Oprah Winfrey Network, Hyatt, NBC Universal, PepsiCo, Coldwell Banker, Asembia Pharmaceutical and more.

LAURA'S BOOK EAT, DRINK & SUCCEED

In "Eat, Drink & Succeed!" Laura shares the secrets to building powerful, effective partnerships in our companies, communities and beyond, adding color with personal anecdotes from her life and White House years. Through her acclaimed speaking series, she takes those same details to stages, boardrooms, classrooms and ballrooms around the world empowering, motivating and inspiring each audience to Eat, Drink & Succeed!

TELEVISION WORK

Laura's nonpartisan commentary is well respected both domestically and internationally. She is a regular guest host for Larry King on "Larry King's Politicking" and is an international television commentator speaking about leadership, networking and world events. She was the on-air political contributor for Fox News Channel from 2004 to 2007, covered the 2008 presidential campaign for "The CBS Early Show" on CBS, a regular on Sir David Frost's "Frost Over the World," and the special correspondent to "Larry King Live" at CNN for the 2008 Presidential Elections. Today, Laura appears regularly on the BBC World News, China's CGTV and PoliticKing with Larry King. For more on Laura's work visit her YouTube channel and recent appearances here.

HONORS AND BOARD INVOLVEMENT

Laura is widely recognized for her civic, philanthropic and professional leadership and is humbled to have won numerous awards and accolades. In 2015, Laura was the first American woman to be featured as the cover story of The United Arab Emirates' leading entrepreneurial magazine and appeared as a featured contributing writer to *Fast Company* magazine. She has been recognized by various magazines; named one of the Best Keynote Speakers by *Meetings and Conventions* magazine, as well as by *Successful Meetings* magazine. She was also featured in *The Meeting Professional* magazine of MPI, named an "Elle Boss" by *Elle* magazine and featured in *Glamour* and *Marie Claire*. She serves on the boards of the American Heart Association, the Clean the World Foundation and Common Threads. She was named one of the "100 Most Influential Women in Chicago" by *Today's Chicago Woman* magazine and named one of Chicago's "Most Bold and Beautiful" by *Chicago* magazine for her community involvement. In 2009, the prestigious Oxford Union in England invited Laura to speak on the Foreign Policy Legacy of the United States and the role of Women in the World.

Laura is a proud member of the National Speakers Association (NSA) and travels extensively both domestically and internationally to work with Fortune 500 companies, independent businesses, industry associations, universities and non-profit organizations, motivating people from all over the world to reach their fullest potential!

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“MY TEAM ALL HAD NOTHING BUT PRAISE FOR YOUR WORK AND ALL THAT YOU DID TO MAKE THEIR JOB EASIER. PERSONALLY, THEY SPOKE SO HIGHLY OF YOUR PROFESSIONALISM, COMMUNICATION SKILLS, HIGH ENERGY AND VERY POWERFUL PRESENTATION SKILLS. THEY SAID YOU WERE ONE OF THE BEST WE HAVE EVER WORKED WITH...AND SINCE WE HAVE ABOUT 120 PROGRAMS EACH YEAR, THAT SAYS A LOT TO ME!”

MEDIA WEST PRODUCTION PRESIDENT JOHN SAMFORD

LAURA'S REVIEWS ARE IN!

100% OUTSTANDING
MEETING PROFESSIONALS INTERNATIONAL
WORLD EDUCATION CONGRESS

98.5% EXCELLENT/
EXCEPTIONAL
EXECUTIVE SECRETARY LIVE LONDON

98% EXCELLENT
EVENT SERVICE PROFESSIONALS
ASSOCIATION ANNUAL CONFERENCE

4/4 STARS
EVENT SERVICE PROFESSIONALS
ASSOCIATION ANNUAL CONFERENCE

EMCEE, MODERATOR AND INTERVIEWER

Laura has had great success as an Emcee as she keeps audiences engaged and their energy in-sync with the event's overarching purpose, while driving a message of inclusion and corporate culture.

Laura embraces emceeing conferences and events of all sizes, conducts interviews on stage with CEOs, industry leaders and celebrities, and moderates expert panel discussions. Through her effortless energy, she tailors her role as an emcee to the tone and purpose of each conference and becomes a true Brand Ambassador of your company or association, its culture and industry. Laura prepares for each event, regardless of size or scope, by conducting extensive research into the organization or association's mission, brand and audience.

Laura emcees for a variety of events, including annual conferences, international forums, charity galas, sporting events and fashion shows.

A SAMPLING OF LAURA'S PAST EMCEE CLIENTS:

› Hewlett Packard's DSCOOP Conference for 2,500 attendees, including an on-stage interview with Steve Wozniak

› Asembia Specialty Pharmaceutical Summit for 5,000 attendees, including on-stage interviews with actor Rob Lowe & Fox News Channel anchor Bret Bair

› R.W. Baird Financial Forum for 1,200, including on-stage interview of famed political strategists James Carville and Mary Matalin

› UPDATE Forum for 500, including interviews with U.S. Ambassador Bruce Oreck, Henne Melin, director of global public policy and head of eBay Inc. Europe, Middle East and Africa, Blanca Juti, Heineken chief corporate relations officer, Sharing Economy expert Arun Sundrararajan and Iranian trailblazer Milad Mohammadi

› Essilor North America's annual sales conference for 3,000, including on-stage interview with celebrity spokesperson actress Finola Hughes

› Convention Industry Council's annual Hall of Leaders Gala at the MGM Grand

› Financial and Insurance Conference Planners' (FICP) annual conference emcee at LA Live for 750+

› Connect Marketplace conference for 2,000 at Chicago's Navy Pier Ballroom

› Cathay Pacific Airways announcement of its Chicago-to-Hong Kong gateway service at the Peninsula Chicago with world business leaders in attendance

› Annual American Heart Association's Heart Walk Emcee in Chicago's Grant Park

› The Martin Luther King, Jr. Center's moderator for a panel of civil rights leaders for the commemoration of the 50th Anniversary of the March on Washington

For more information contact: Ashley@LauraSchwartzLive.com | 312.643.1923 | **www.lauraschwartzlive.com**

AN EXAMPLE OF LAURA USING A UNIQUE EMCEE FORMAT TO ENGAGE IN HELSINKI, FINLAND:

In April 2016, Laura hosted the "UPDATE Forum of Insight" in Helsinki, Finland, for an audience of ambassadors, business leaders and entrepreneurs from a variety of industries. Following a day filled with back-to-back important yet formidable sessions; Laura took the stage for the last general session of the day in a bartender's apron as the set was transformed into the "Update Cocktail Bar." She introduced four experts to join her at the bar for a dynamic and interesting conversation about their individual specializations, while, at the same time, weaving those conversations together to keep the focus on the message and objective of the Forum. The audience was involved and enjoyed bottled smoothies during the happy hour conversation.
The Forum leaders, experts and audience all loved it and so did Laura!
You can catch Laura in action at the UPDATE Cocktail Bar here.

SAMPLE OF GROUPS WHO WOULD FIND LAURA'S PROFESSIONAL EMCEE SERVICES VALUABLE:

Annual Association Conferences, Corporate Sales Meetings, World Forums, Women Leadership Summits, Mega Independent Consultancy Conferences. Laura is a respected emcee for all occasions, industries and organizations throughout the world.

EAT, DRINK & SUCCEED!

LAURA'S SUPER-CHARGED SIGNATURE SERIES IS CENTERED ON BEING "PREPARED FOR PARTNERSHIP" WHILE TURNING THE "OPTIONAL INTO OPPORTUNITY," BECAUSE, AS LAURA REMINDS US ALL, "YOU NEVER KNOW WHEN THE NEXT CONVERSATION WILL BE THE CONVERSATION TO CHANGE YOUR LIFE OR THAT OF SOMEONE ELSE!"

Laura's keynote grabs its audience's attention. It's motivational, humorous and engaging, but that's not what makes it powerful. What makes it powerful is that it's immediately actionable. For the audience, the new networking knowledge can be applied instantly to the conference or event at hand as well as carried back to their offices, shared with their colleagues, team members, clients, partners and put to work in their professional and personal communities.

What's unique about Eat, Drink & Succeed is that it is more than a series of anecdotes; it's a compelling story that's packed with networking tools and command of partnerships. Laura's behind the scenes stories of the White House, DreamWorks, Oprah and beyond illustrate just how useful these skills are for the savvy professional, regardless of background, industry or career path.

One key technique Laura employs is flipping the definition of networking around, empowering your audience to continue growing their networks and opportunities by adopting the mantra, "What can I do for you?" instead of the sometimes more negative mentality that asks, "What can you do for me?" She explains how positive, powerful networking involves mentoring and leading both inside and outside of the office, resulting in beneficial outcomes for all parties involved. She shares her techniques – including insider tips about the effective powers of preparation, introductions and engaging conversations with a message and follow-up among others. She provides attendees with the means to turn a brief meeting, break room conversation, power lunch or "optional" social occasion into a valuable opportunity for themselves, their company or industry association.

Eat, Drink & Succeed motivates, engages, and most importantly, it drives action.

USE EAT, DRINK & SUCCEED TO KICK OFF YOUR CONFERENCE!

Whether a first time attendee or a seasoned veteran, attendees will feel empowered to take every facet of the conference and make it work to their full advantage and yours. Laura provides the tools and techniques that motivate attendees to capitalize on all social and business interactions at the conference so that they, too, can turn relationships into partnerships and ideas into realities. This keynote sets the tone and energy for a successful conference.

In this version, Laura incorporates the conference agenda, teaching the attendees how to maximize every moment from registration to the sessions, breaks, expo, early morning wellness activities and even the "seemingly" social events. And she doesn't stop there, Laura incorporates your company or association's year-round engagements as well, so the attendee continues to maximize and identify that there is no such thing as "optional," but only opportunity—both at your conference and throughout the year back home!

This presentation outlines purposeful skills that inspire leadership and drive performance, as it becomes the centerpiece for a truly powerful, positive and productive conference.

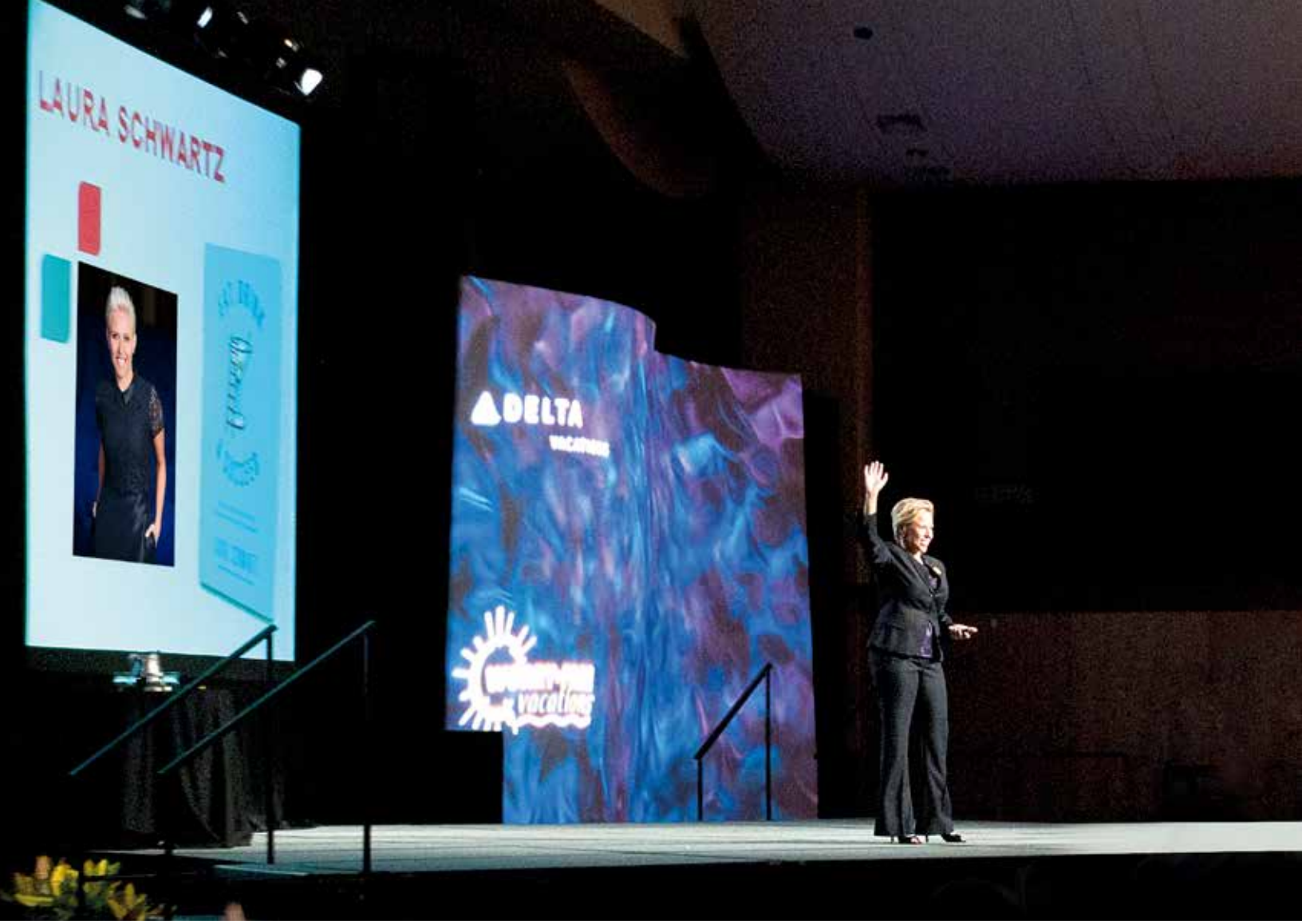
THIS PRESENTATION CAN BE A 30, 45 OR 60 MINUTE KICK OFF TO FIT THE NEEDS AND TEMPO OF THE CONFERENCE AT HAND AND WORKS ESPECIALLY WELL WHEN COMBINED WITH LAURA'S POSITION AS AN EMCEE.

SAMPLE OF GROUPS WHO WOULD FIND LAURA'S SIGNATURE PRESENTATION VALUABLE:

This presentation knows no boundaries and is given around the world to industries of many spectrums! Corporations, Associations, Annual Conferences, Incentive Events, Forums, Summits, C-Suite Level Leaders and New Associates alike. This program can be adapted for any conference, meeting, company, association or annual retreat!

The Special Event

The Update Forum


LAURA SCHWARTZ
DELTA
vacations

Connect

EAT, DRINK & SUCCEED:

A MEGA-CONFERENCE POWERHOUSE KICK OFF FOR INDEPENDENT CONSULTANCIES, REPRESENTATIVES AND BRAND PARTNERS

There is no other speaker with higher energy or more ability to bring enthusiasm and empowerment to your mega-conference than Laura!

Whether it is her signature presentation, Eat Drink & Succeed or another like Lead First to focus on leadership, Laura weaves in your message and becomes your Brand Ambassador not just for an hour but also throughout the entire conference. For an even larger impact, use Laura to kick off your General Session and serve throughout as your conference emcee.

Laura's goal is always to extend your message to the audience in a vibrant, exciting, passionate, smart way to get your Independent Consultants and Brand Partners ready to learn, be impassioned and immersed into the incredible organization and products you represent!

Laura grew up in a family intimately involved in independent consultancies and she both reveres and understands first-hand the empowerment, the friendships, the family and inspiration that is created by these company opportunities and through these conferences. Whether they are once a year as a mega-conference or incentive trips earned throughout, these opportunities empower your teams through your products and their life changing effects on the independent consultants themselves, their teams and their clients!

Laura, the acclaimed networking guru and author of "Eat, Drink & Succeed," primes your consultants for an off-the-charts conference that embraces their lives, their work and their families because of your mission and products!

SAMPLE OF GROUPS WHO WOULD FIND LAURA'S MEGA-CONFERENCE PRESENTATION VALUABLE:

Mega consultancies such as Amway, Arbonne, Avon, Cabi, India Hicks, Mary Kay, Nerium, Pampered Chef, Tastefully Simple and beyond.

"EAT, DRINK & SUCCEED," THE BOOK, CAN BE CUSTOMIZED AND PRINTED FOR YOUR COMPANY!

"Eat, Drink & Succeed" includes stories from Oprah, President Clinton and Steven Spielberg and 12+ other individuals, one of them even an independent consultant themselves. The solid tools and techniques Laura writes about can take your business and that of your consultants, representatives and brand partners to the next level or the new level they have been searching for!

These 12 + stories will be replaced by those of your choosing such as your own founders, leaders and rising stars! They will be YOUR success stories both, internal and external, to excite your teams. Laura's team at Laura Schwartz Live will replace the interior stories within "Eat, Drink & Succeed" with yours, include a forward from your founder or CEO and include your company's name on the cover and print as co-published by Laura's publisher the Black Ox Press and your company.

These books can be given away as an incentive to high-performing teams or sold by you to raise funds for your own charitable or scholarship in-house programs.

This is a powerful and unique opportunity for you to have at your consultants' fingertips - the empowerment of Laura's book and its tools to further expand your company's success and theirs.

If you do not wish to customize "Eat, Drink & Succeed," Laura, as always, donates 100% of the proceeds of all copies of her book sold at your event to the charity of your choice, a non-profit partner or scholarship fund within your own organization.

PRESENTATION PACKAGES

Mega-Conference designed programs are available with special packaging options for companies that host multiple conferences throughout the year and the world, including boot camps, HQ trainings and beyond.

"Our members cannot stop talking and raving about you! Your professionalism, personality and passion for leadership and business is inspiring. It was not only your message and how you connected directly with our members and our mission but your delivery was engaging and mesmerizing! You made everyone feel connected and your visuals were outstanding. A standing ovation was so well deserved!

You are such a natural to speak to leadership positions and the business world as you have paved the way as someone who has developed her own brand!"

– Beth Kost
Past President, Junior League

LEAD FIRST

A UNIQUE & DYNAMIC PRESENTATION ON LEADERSHIP IN TIMES OF SUCCESS, TURBULENCE AND CHANGE.

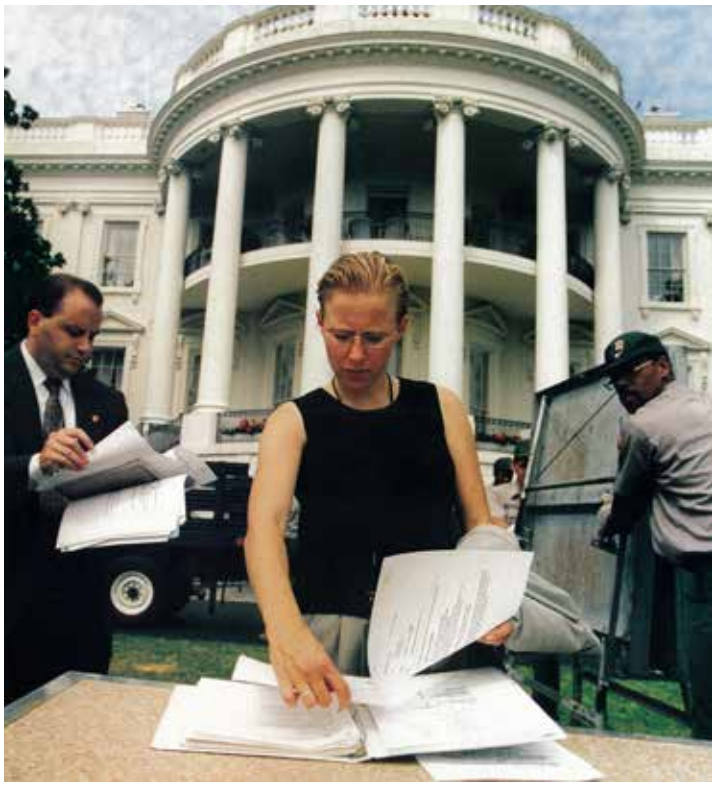
Laura's Lead First Presentation addresses leadership in successful, turbulent and changing times for companies and associations. This presentation is unique and empowering as it incorporates more than 200 years of U.S. Presidents, First Ladies and their stories which have rarely, if ever, been shared before from deep behind the scenes of The White House. All anecdotes are non-partisan, interesting, relevant and relatable to your company or association and are accompanied by tips that attendees can immediately put into action in their personal or professional lives.

As a witness on the front lines of climatic celebrations as well as moments of great gravity, determination and leadership, Laura achieved a rare perspective on the private and public moments of first families and global leaders.

Laura shares valuable takeaways in this unforgettable program using inspiring stories and visuals from the earliest White House inhabitants, along with first-hand accounts of defining moments during the Clinton administration. She illustrates real solutions from the successes and failures in leadership that we all can use in our daily lives as we work with our customers and colleagues and share within our communities and families.

SAMPLE OF GROUPS WHO WOULD FIND LAURA'S LEAD FIRST PRESENTATION VALUABLE:

Corporations, Associations, Women Leadership Summits (Internal and External). This program can be focused to C-Suite and adaptable to all levels for Corporate Leadership Teams, New Associates and at Company Retreats.



EAT. DRINK & SUCCEED

A BRIEF ON U.S. POLITICS AND WORLD EVENTS BY LAURA SCHWARTZ

Laura's stellar and wide-ranging background in presidential politics is fascinating. It began at 20 years old, as the youngest female presidential appointee in history. She has had her pulse on the American electorate, policy and campaigns since 1993, when she began her journey serving 8 years in senior staff positions at The White House in the Clinton Administration. While there, she successfully executed the positions of the Midwest Press Secretary, the Director of Television and the White House Director of Events. While serving as the White House Director of Television during the '96 re-election of President Clinton, Laura took leave to produce the live coverage aboard the President's train trip to the Democratic National Convention and to produce the televised portion of Election Night at the State House in Little Rock, Arkansas.

In 2004, she spent the Presidential election travelling with the candidate 24/7 as a Senior Advisor to the John Kerry presidential campaign.

Following the campaign, Laura joined Fox News Channel in 2005 to cover the George W. Bush Administration and the 2006 mid-term elections and presidential primaries at Fox News Channel. In 2008, Laura relocated to cover the Presidential Election as a special correspondent to CNN's Larry King Live and CBS News' "The Early Show" as well as providing regular appearances on Sir David Frost's "Frost Over the World," BBC World News and China Global Television. Laura covered both terms of the Obama Administration as well as the 2012 Election. Laura covered the 2016 election of President Donald Trump and now covers the Trump Administration daily and serves as the fill-in guest host for television icon Larry King's Emmy Award winning program "PoliticKING."

PROGRAM DESCRIPTION

This insightful new program comes as a response to Laura's many special requests to brief international and domestic companies, professional associations and organizations on current U.S. Policies and Politics and their impact on America and the world.

Laura takes you inside the issues most pertinent to your audience as she illustrates the policy, directives, polling and possible outcomes and effect of such issues locally, globally and specific to your industry.

This new (nonpartisan and straightforward) program, titled "A Brief on U.S. Politics and World Events by Laura Schwartz" delivers a brief covering 5 segments:

- State of presidential and congressional politics
- President, Congress and political party policy initiatives and goals
- Elector's reaction to these policies and their impact
- Forecast for policy and political outcomes, including global impact on foreign countries and international business
- The brief concludes with an insightful question and answer period with the audience or in the format of an interview with the organization's host

This program is constantly updated to cover current events including breaking news, U.S. and world reaction to the Trump Administration's messaging, policies, scandals and focus. This means no two briefs are ever exactly alike as ever-changing news cycles and world events augment the pace and topics 24/7.

For more information contact: Ashley@LauraSchwartzLive.com | 312.643.1923 | **www.lauraschwartzlive.com**

PROGRAM FORMAT

The brief can run from 30- to 45-minutes with an optional question/answer period or interview up to 30 minutes. Presentation format can be conventional with visuals or a sit down interview on stage before opening up to questions. Laura works with her clients prior to each briefing to create customized presentation formats that serve clients' objectives.

The brief can be held in the morning, bringing leaders together before the start of their workday, as a luncheon address or an evening brief followed by a reception or dinner. Her briefing is also offered via Skype and other reliable live streaming 2-way technologies.

INTERNATIONAL CONFERENCES

This brief can be included in large international conferences as well. With discussions on U.S. politics reaching a boiling point, Laura offers an invaluable conference session to inquiring international audiences seeking to learn from and prepare for the global impact of U.S. policies.

THE PRESENTATION

Laura presents in English accompanied by a visual presentation, current political commercials, late breaking news and developments. Laura's background and affinity for story-telling combined with her professional, personable and 'smart yet relatable' approach is welcomed by global audiences, as evidenced by her 17 years as a professional speaker in the United States and around the world.

SAMPLE OF GROUPS WHO WOULD FIND THIS VALUABLE:

U.S. and Global Companies with international offices; PR and Marketing companies that represent a diverse group of International Businesses; Conferences such as the Young Presidents' Organization; Chapters of international business organizations/associations and chambers of commerce such as Amcham; Colleges and Universities who want to further understand the new Administration and it's policies and projected outcomes.

EMPOWERMENT THROUGH SERVICE

A MOTIVATING ADDRESS THAT SHOWS HOW GIVING BACK PLAYS A KEY ROLE IN THE FOUNDATION FOR THE SUCCESS OF AN INDUSTRY, ORGANIZATION OR INDIVIDUAL.

The 19th century French social scientist Alexis de Tocqueville once stated that the defining characteristic of America is its commitment to service. In this moving keynote address, Laura puts a modern-day twist on de Tocqueville's statement, showing how giving back today can make a difference in our world and in your organization.

Regardless of their role in your company or association, Laura will empower attendees to strengthen their commitment to your objective whether that means working harder, becoming more involved or giving greater.

Your audience members will leave knowing that their service not only affects the lives of those they help directly, products they launch and colleagues they sit next to; but also their own personal and professional communities. Laura communicates the power of service using colorful examples and entertaining anecdotes from her work in the White House and beyond while traveling around the world with the Clinton Global Initiative and as a professional speaker since 2001.

Laura tailors this keynote address based on the client's objectives and the audience in order to create a completely unique presentation that is appealing, engaging and, most importantly, effective.

SAMPLE OF GROUPS WHO WOULD FIND EMPOWERMENT THROUGH SERVICE VALUABLE:

This presentation has been successfully used to inspire organizations for their annual conference, to motivate donors and raise funds for new and existing nonprofit initiatives and to kick-start membership drives and raise awareness in the community. Corporations have also used this keynote as a way to motivate their employees for their internal campaigns and company-wide philanthropy. Laura has presented customized versions of this address to organizations such as the United Way, YWCA, American Heart Association, Illinois Governor's Conference, General Federation of Women's Clubs, Emergency Nurses Association and the Junior League of Chicago. Each organization has reported stronger results with this keynote than in previous years.

BEHIND THE SCENES AT THE WHITE HOUSE, LAURA SAW FIRST-HAND THAT WE CAN BEST 'ACHIEVE OURSELVES' BY HELPING OTHERS, BUT THAT DOING SO REQUIRES US TO GO BEYOND OUR GOOD INTENTIONS WITH A DETERMINATION NOT TO BE DISTRACTED AND A COMMITMENT TO BUILDING PARTNERSHIPS WITH THOSE WHO SHARE OUR GOALS. THIS BOOK SHOWS SHE LEARNED THE LESSON WELL."

PRESIDENT BILL CLINTON

THE POWER OF THE PRESIDENTIAL INAUGURATION

A RARE LOOK BEHIND THE SCENES AT AN EVENT SO POWERFUL IT ONLY HAPPENS ONCE EVERY FOUR YEARS!

Laura captures all the ceremony, significance and power behind presidential inaugurations as she offers a look inside what it takes to make it all happen. From the first nail hammered into the U. S. Capitol platform, months before the election is even decided, to the last formal ball in the wee hours of the President's first night in office, Laura takes you there. This keynote gives a behind-the-scenes look at how 15 entities collaborate over 7 months to seamlessly make it all happen. It explores the excitement, drama and even the occasional gaffes going on in the background that hopefully no one notices! This presentation is intriguing and delivers inside tips and techniques to make your next conference, event or meeting reach a presidential level.

SAMPLE OF GROUPS WHO WOULD FIND THIS PRESENTATION VALUABLE:

This is a tremendous program to highlight for event professionals during the presidential cycle (no matter who's leading in the polls) and resonates as well for spousal programs, and those naturally curious about world wide historic events.

SETTING THE BAR

EXPLORING THE LIVES OF COURAGEOUS WOMEN TO INSPIRE THE WOMEN OF TODAY AND TOMORROW

This keynote covers the "bars" set by female leaders who have changed history and forged the professional community landscape that women excel in today. Laura takes the audience on a journey that explores the lives of notable women and those who "set their bars" around the world and across a variety of fields – such as Eleanor Roosevelt, Margaret Thatcher, Rosa Parks, Hillary Clinton, Oprah Winfrey and others – to better understand how women today are shaped by the skills, strength and struggles of those who came before them.

Laura allows the audience to recognize how they, too – as women who are leaders, mothers, spouses, sisters and friends – set the bar for themselves, their families and other women every day, whether or not they realize it.

The message resonates with women of all ages in every stage of their careers and lives. Whether it is a corporation, industry association or non-profit, Laura will ensure her message relates to your audience. She can develop an even stronger connection with the audience by incorporating ***your organization's own*** founders, leaders or other strong women your audience identifies with to demonstrate how they "set the bar."

SAMPLE OF GROUPS WHO WOULD FIND LAURA'S "SETTING THE BAR" PRESENTATION VALUABLE:

Corporate Women's Leadership Organizations; General Women's Leadership Summits and Forums both inside the United States and around the world; Spousal Programs and Universities

POLITICK
with Larry

LIVE
CNN
LAURA SCHWARTZ
WHITE HOUSE STRATEGIES
LARRY KING LIVE

TELEVISION AND MEDIA COMMENTATOR

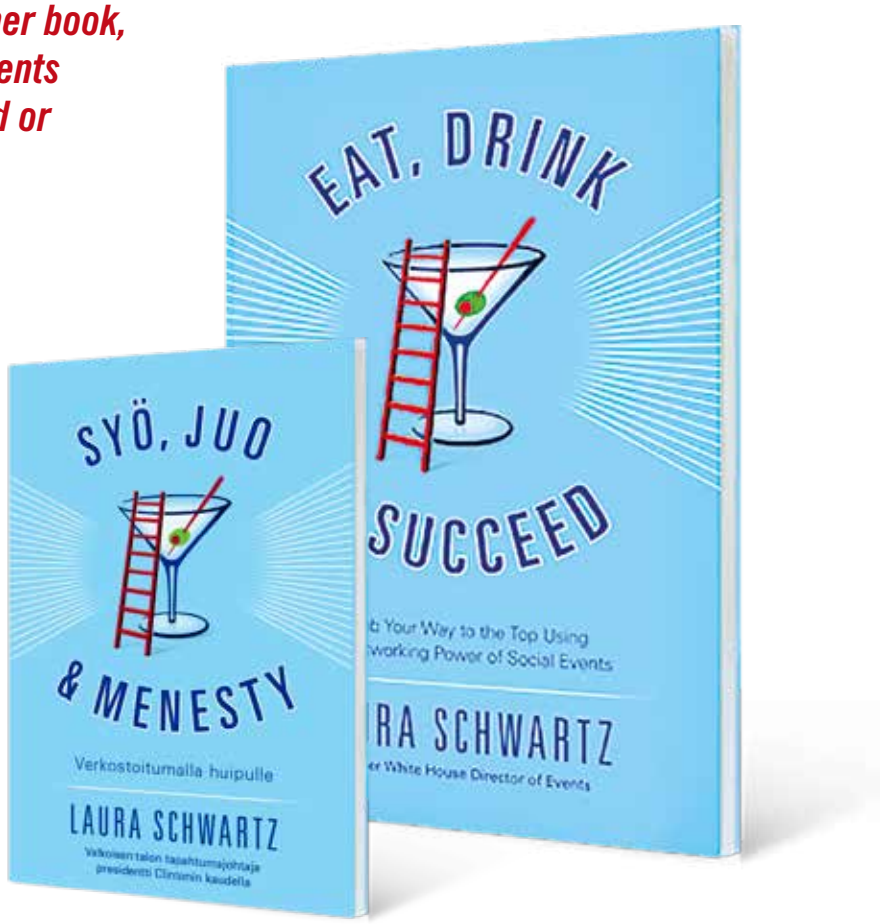
Laura's extensive experience on the world stage makes her an authoritative source and commentator on a wide range of topics, including leadership, networking, domestic and foreign affairs, pop culture and special events. She is the regular fill-in guest host for PoliticKing with Larry King airing on Ora.tv, Hulu and BBC4 and frequently appears as an international commentator and television news program co-host. She covered the 2008 presidential campaign for the CBS Early Show, was the on-air political contributor for the Fox News Channel from 2004 to 2007, a regular on Sir David Frost's "Frost Over the World" and the special correspondent for Larry King Live and CNN for the 2008 presidential primaries. Today, Laura appears regularly on the BBC World News, China's CGTV and PoliticKing with Larry King. Laura's nonpartisan commentary is well respected both domestically and internationally.

POLITICKING with Larry King
The New York Times
FAST COMPANY
USA TODAY
FT
NBC
PBS
MSNBC
CRAIN'S CHICAGO BUSINESS
BBC
CBS
CHICAGO SUN-TIMES
FOX NEWS channel
marie claire
abc
ELLE
ITN
GLAMOUR
CNN
ora
Los Angeles Times
CCTV
Chicago Tribune
Chicago

Laura donates 100% of proceeds from her book, "Eat Drink & Succeed," sold at engagements around the world to the scholarship fund or charity of the client's choice.

THE BOOK

With no political connections, communications wunderkind Laura Schwartz networked her way from answering phones for President Clinton's press office to producing more than 1,000 events as the White House Director of Events. In her first book, "Eat, Drink & Succeed," Schwartz, now a professional speaker and national television commentator, shows how the secrets that propelled her to success can do the same for you. Taking a cue from showbiz, she presents her strategy in fun and easy-to-follow steps: Setting the Scene, Casting Call, Dress Rehearsal, Showtime and Encore! The book is an entertaining, enlightening and motivational read that delivers proven techniques to help you network, build partnerships and excel at every turn of your personal and professional life as you Eat, Drink & Succeed!



Also published in Finnish in 2015

Laura following a keynote for Hewlett Packard at a book signing with proceeds going to the Boys and Girls Club

Laura following her keynote at The Special Event Conference at a book signing with proceeds benefiting the Search Foundation, Assisting Event Professionals in Crisis

Laura giving away proceeds from the sale of her book in Helsinki, Finland to the Kummit Children's Hospital

“LAURA IS AN OUTSTANDING COMMUNICATOR AS I KNOW FROM HER SPARKLING APPEARANCES ON FROST OVER THE WORLD. I’M SURE THAT HER BOOK WILL BE AN EQUAL SUCCESS. AS SHE SAYS ‘YOUR CAREER ISN’T 9-5, IT’S 24-7’ AND SHE’S LIVING PROOF OF JUST HOW WELL THAT WORKS.

SIR DAVID FROST

BOARD INVOLVEMENT AND HONORS

Laura serves on the boards of the Clean the World Foundation, the American Heart Association, Common Threads and *Event Solutions* magazine. She received the Steve Kemble Leadership Foundation Award for Excellence and Advocacy and was named one of the "100 Most Influential Women in Chicago" by *Today's Chicago Woman* magazine and one of Chicago's "Most Bold and Beautiful" by *Chicago* magazine. In 2007, American University in Washington, D.C., awarded Laura its "Leadership in Education" award and in 2009 the prestigious Oxford Union in England invited Laura to speak on the Foreign Policy Legacy of the United States and the role of Women in the World.

SPECIAL PROJECTS

Laura created this video series with Macy's personal shopping national department for a "Macy's By Appointment" to focus on how we all in a variety of situations: an informational interview, power lunch, happy hour and formal interview can use effective tools and techniques to Eat, Drink and Dress to Succeed. Watch the video on Laura's official YouTube page here.

CLIENT HIGHLIGHTS

Our team was truly energized after hearing your insights, guidance and perspective on how to capitalize on making relationships count. Your talk was inspiring and memorable, and now I will think twice before I go home to the remote control vs. spending 20 minutes at that cocktail party!

Robin Reibel, Senior Vice President, Macy's

Your presentation was wonderful, as always, and our team was fully engaged. We received much positive feedback about you as a speaker and the absolute relevance of the subject for our team. As always, you were a big hit!

Loretta Abrams, Senior Vice President HSBC

TESTIMONIALS

Laura, you are delightful. Thank you for engaging our member audience in such an energetic way. You really lifted the program!

John Curran, VP Marketing & Strategic Partnerships, The Magnificent Mile® Association

Laura, your positive energy, humor and entertaining personality were the hit of the conference and very contagious! I truly enjoyed watching you on stage daily. You made the entire FICP Conference very enjoyable!

Phil Caparell, Member of the Board FICP, Senior Account Executive Marriott Boston Copley Place

Laura – you are a pro that can step into any situation and that is greatly appreciated! We can't wait to recommend you for our next job. Thanks again for a fantastic evening!

Jeffrey Foster, Director of Sales, EVENTCREATIVE

Thank you so much for honoring us last week. It was the best gala ever, and a HUGE portion is attributed to you. You're an amazing woman and I am proud to know you.

Kris Marinelli, Director of Global Sales, MGM Resorts International

Boy, did you WOW our group! Your positive nature and enthusiasm is so energizing. And the way that you tied in your session into our profession and attendee demographic was really appreciated. People were talking about it throughout the event. Also, thank you for being so gracious with the audiovisual challenges we had. You handled them as professionally as any meeting planner could hope for.

Lynn McCullough, Executive Director, Event Service Professionals Association

Laura's talent and command of the audience, as well as a well-presented keynote address made the show for all in attendance. I would highly recommend Laura as a keynote and emcee. I am proud to have worked with her and will leverage the fact that I know her in every circle I can!

Kevin Johnston, Director of Events, Collinson Media and Events

I came away from your presentation inspired to network in new ways that I am putting to work for me immediately! Thanks for being a wonderful role model for the modern working woman!

Lana Lewandowski, Northern Trust, Northern Trust Women's Leadership Council

She (Laura) is organized and she delivers – our members loved her. She worked in association information and SWS details throughout her presentation. She had studied us and knew what we were all about. And we are a tough group – as people who hire and hear speakers all the time, we are hard to impress. But Laura brought out the best in everyone and she got outstanding reviews.

Beth Brooks, President & CEO TX Society of Association Executives

We loved your energy and enthusiasm - you were exactly what we needed! Always a real bonus in any event!

Eric Odone, Vice President, Sales & Marketing, Americas, Cathay Pacific Airways Limited

Laura's enthusiasm as she presented each and every award kept the audience on their toes. What could have been a lengthy, uneventful program became a true celebration of everyone's work to bring United Way's mission to life. She was flawless! Attendees raved that this year's program was by far their favorite due in large part to Laura's energy.

Sarah Frick, Communications Director, United Way

Your presentation at the ACCE (Association of Chamber of Commerce Executives) Conference was the very best of a fabulous week!

Missy Malechek, Association Manager Mont Belvieu, Texas

Your presentation received RAVE reviews - ratings and comments were off the charts! It earned wonderful comments – not only for the content, but also for your energy and enthusiasm. It was the perfect way to start the day! I also want to thank you for virtually attending the entire Symposium and making yourself available to chat with the participants – they so appreciate it when speakers are as open, down–to–earth and willing to speak to them as you were.

Anne M. Hanyak, President/CEO, Arizona Women's Leadership Forum

Laura, you were just terrific at our meeting and we received nothing but rave reviews back from our attending members! I can't remember a time when one of our speakers received such all–around praise from this many attendees. Great job and thank you for making us look so smart by booking you for the event!

Jason Carroll, Director of Events The Florida Aquarium, President Tampa Bay Meeting Professionals International

FOR ADDITIONAL INFORMATION ON LAURA SCHWARTZ, HER PRESENTATIONS AND PRICING, PLEASE CONTACT:

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See Laura in action

Get connected!

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