

A portrait of Laura Schwartz, a woman with short, styled blonde hair, smiling. She is wearing a dark blue lace top with a black collar and a black skirt. The background is a solid dark blue.

# LAURA SCHWARTZ

## *live*

KEYNOTE SPEAKER | AUTHOR | COMMENTATOR

## *The Keynotes*

**LAURA SCHWARTZ**

# Custom Keynotes That Connect

**“ NAMED ONE OF  
THE 100 MOST INFLUENTIAL PEOPLE  
IN THE GLOBAL EVENT INDUSTRY ”**  
— Eventex

**NAMED ONE OF THE BEST KEYNOTE SPEAKERS BY MEETINGS AND CONVENTIONS MAGAZINE**

**NAMED ONE OF SEVEN AMERICAN SPEAKERS WHO EXCEED AND SURPASS  
EXPECTATIONS BY SUCCESSFUL MEETINGS MAGAZINE**





# What Laura Schwartz will do for you

## ► SHE PUTS YOUR GOALS FRONT AND CENTER

Laura listens before she even speaks. Whether it's a short afternoon talk or a four-day conference, her preparation starts far before the audience arrives. Laura does a deep discovery phase for each client, in which she conducts extensive research into your industry, brand, culture, mission, audience and more. By understanding your objectives, she is able to deliver a customized experience that connects, motivates and resonates long after your event has ended. Laura doesn't just focus on the Return on Investment (ROI) for your event. She also makes sure to achieve a Return on Experience (ROE) for you.

## ► VIRTUAL KEYNOTES

All of Laura's keynotes can be delivered virtually, bringing the same level of motivation and energy to your audience — wherever they are. From her in-house creative studio, equipped with professional lighting, video and audio, Laura brings substance, creativity and technical confidence to screens far and wide.

## ► SHE'S YOUR BIGGEST BRAND AMBASSADOR

Laura's work for your brand starts with the first conversation and it continues to the stage and beyond. She'll embrace your corporate culture and goals, and share your message on stage and off, whether she's attending conference events, or sticking around to meet everyone who wants to talk after a program. She'll also share your message on social media leading up to, during and after the conference, and record preview videos for you to use on your website and social channels.

## ► A KEYNOTE FOR ALL CULTURES AND INDUSTRIES

Though Laura adapts her keynote to every audience, her message is universal. She uses the experience she's gained traveling the world — more than 10 years with a U.S. president and 19 years speaking globally on her own — to connect with audiences of all cultures, ages and industries. Whether Laura is presenting to a room full of industry leaders, sales executives, entrepreneurs, independent consultants,

women business leaders, CEOs or young professionals, each presentation is packed with powerful tools to propel your audience to the next level in business and beyond. Her keynotes have been acclaimed overseas in Europe, the Middle East, Africa, Asia, Australia and the Americas.

## ► HER KEYNOTES KEEP AUDIENCES ENGAGED

Laura's keynote is a chance to present the audience with something different — a chance to re-imagine, re-energize, and re-engage with messages they can incorporate into their professional and personal lives. Laura collaborated with an award-winning motion picture studio to produce her unique presentations.

## ► SHE DONATES PROCEEDS OF EAT, DRINK & SUCCEED

For any copies of Eat, Drink & Succeed sold at your engagement, Laura donates 100% of proceeds to a scholarship fund or charity of your choice — her way of making sure every sale makes the biggest impact on people's lives.



# Biography

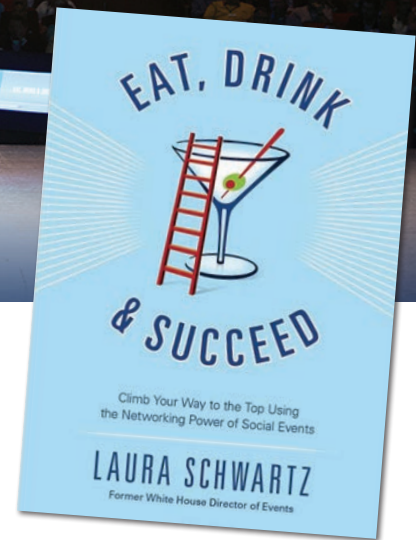
**Laura's story is impressive. She got her start as the youngest female presidential appointee in history, as the White House Director of Events for Bill Clinton. She authored a book that has helped people all over the world learn how to "Eat, Drink and Succeed." And, thanks to her professional speaker and emcee work, recently was named one of "The 100 Most Influential People in the Global Event Industry."**

## 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. At just 19 years old, she arrived at the White House, with no political connections, and began her climb up the ranks as a 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, Hyundai, Uber, Mercedes Benz, AT&T, Cathay Pacific, HSBC, BlackRock, MACY'S, Hilton Worldwide, the Oprah Winfrey Network, Hyatt, NBC Universal, PepsiCo, Realtor.com, 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 where we least expect it – in our companies, communities and beyond. Drawing from personal anecdotes from people across the world, as well as her life and White House years, Laura reveals how to harness the networking power of social events. Laura donates 100 percent of proceeds from books sold at engagements to a nonprofit of the client's choice.

## TELEVISION AND MEDIA COMMENTATOR

Laura has been a prominent face on television around the world since 2001, covering 5 presidential elections, 2 royal weddings and more. She got her start as a contract contributor for Fox News Channel before moving to CNN and CBS. Today, she is a regular contributor on the BBC, Australia's Today Show and as a fill-in guest host for Larry King on "Larry King's Politicking." She is an authoritative source and commentator on a wide range of topics, including the American presidency, domestic and foreign affairs, women in business and philanthropy.



## SIGNATURE KEYNOTE

# EAT, DRINK & SUCCEED!

THE KEYNOTE YOUR AUDIENCE WILL BE TALKING ABOUT ALL YEAR. IT'S MOTIVATIONAL, HUMOROUS AND ENGAGING, BUT WHAT MAKES IT POWERFUL IS THAT IT'S IMMEDIATELY ACTIONABLE.

**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 ever know when the next conversation will be the conversation to change your life or that of someone else!”

Laura challenges her audience to ask, “What can I do for you?” instead of the more negative — and more common — “What can you do for me?” interpretation of networking. She explains how positive, powerful networking involves mentoring and leading both inside and outside of the office. And, she incorporates your conference programming and year-round engagement into examples where Laura's tips can be used to increase results for every member of your audience. When the event is over, these lessons can be

carried back to the office and put to work in professional and personal settings. Eat, Drink & Succeed motivates, engages, and most importantly, it drives action. 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.

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

This presentation knows no boundaries and is given around the world to all industries. This program can be adapted for any conference, meeting, company, association or annual retreat.



**KEYNOTE**

# LEAD FIRST

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

**As any great leader will attest,** leading in successful times is easy. It's what a leader does in times of turbulence and change that sets them apart. In this one-of-a-kind program, Laura shares little-known stories from more than 200 years of U.S. Presidents and First Ladies to inspire great leadership in any circumstance. Laura adapts non-partisan stories to make relevant and relatable comparisons to your company or association, and offers tips that attendees can immediately put into action in their personal or professional lives.

Laura uses her unique White House experience to share valuable takeaways and inspiring stories 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 practice in our daily lives as we work with our customers and colleagues and share within our communities and families.

Laura often customizes this keynote to focus solely on Women Leadership and Empowerment and has delivered to standing ovations at internal corporate resource groups focusing on female development in the workplace and community.

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

**This presentation knows no boundaries and is given around the world to all industries. This program has an exceptional connection to women's groups and can be adapted for any conference, meeting, company, association or annual retreat.**

“

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.

”

Beth Kost  
Past President, Junior League



## KEYNOTE

# CREATING A CULTURE OF ENGAGEMENT

DESIGNED IN RESPONSE TO REQUESTS FOR A PROGRAM ABOUT HER PERSONAL AND PROFESSIONAL JOURNEY, THIS KEYNOTE EMPOWERS AUDIENCES WITH 5 PILLARS OF ENGAGEMENT THAT CAN CHANGE THEIR LIVES PROFESSIONALLY AND PERSONALLY.

**From her start** as a small-town girl with a speech impediment to becoming the youngest female presidential appointee in White House history and eventually an international professional speaker and television commentator, Laura delivers relevant and relatable moments of challenges and success.

She outlines how we can all turn to these 5 Pillars for answers, leadership and development throughout all stages of our lives. This compelling, comedic, motivational program will leave every audience feeling inspired and ready to engage with their life!

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#### SAMPLE OF GROUPS WHO WOULD FIND CREATING A CULTURE OF ENGAGEMENT VALUABLE:

This presentation knows no boundaries and is given around the world to all industries.

This program can be adapted for any conference, meeting, company, association or annual retreat.

“

We're delighted you joined us as the emcee and a keynote! By sharing your own professional experiences on stage, you demonstrated how transformation is being powered across today's business landscape. This resonated with our teams and helped put us on the right path for the conference itself and year ahead in AT&T Business.

”

Thaddeus Arroyo, CEO AT&T Global Business



# Custom keynote programs

► **Laura always customizes** her programs to your message and objectives, and she is known for her power of connection to the audience at hand – not simply giving the same speech over and over again.

Laura is eager to work with partners like you to create original programming and to curate a keynote or creative plenary tailored to your goals and objectives. Whether based on conference themes, a rebrand, new partnership or a corporate milestone – you name it – after an hour call with Laura she will transform your message into an incredible personal connection with your audience and deliver it on your stage!

“

Laura is an outstanding communicator as I know from her sparkling appearances on Frost Over The World.

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

LAURA SCHWARTZ  
*live*

# Television Commentator

**She's covered 5 presidential campaigns, 2 royal weddings and so much more.**

Laura's extensive experience on the world stage makes her an authoritative source and nonpartisan commentator on a wide range of topics, including the American Presidency, domestic and foreign affairs, women in business, leadership and special events. She is the regular fill-in guest host for PolitickKing with Larry King airing on Ora.tv, Hulu and BBC4, and frequently appears as an international commentator and television news program co-host on Australia's Today Show, the BBC and China's CGTV and CNN.

Laura's first on-air contributor contract was with the Fox News Channel in 2004, after which Laura moved to The Early Show on CBS and CNN as a special correspondent for Larry King. As a television commentator, she brings her respected knowledge to programs all over the world, no matter the subject — or the time zone.



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*live*



Laura Schwartz profiled in ELLE South Africa's Women in Society

From Laura...

"REALIZE THAT ANY CONVERSATION CAN BE THE NEXT CONVERSATION TO CHANGE YOUR, OR SOMEONE ELSE'S, LIFE."

LAURA SCHWARTZ *live*



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## INDUSTRY EXPERIENCE

ADVERTISING  
AEROSPACE  
AUTOMOTIVE  
CYBER SECURITY  
EDUCATION  
ENGINEERING  
ENTERTAINMENT  
FINANCE

FOOD AND BEVERAGE  
GOVERNMENT  
HOSPITALITY  
INSURANCE  
INDUSTRY ASSOCIATIONS  
MARKETING

MEDICAL/HEALTHCARE  
MEDIA  
PHILANTHROPY  
REAL ESTATE  
RETAIL  
SOCIAL JUSTICE  
TECHNOLOGY

## AUDIENCES

0-30,000 +  
INTERNATIONAL  
DOMESTIC  
C-SUITE EXECUTIVES  
GLOBAL LEADERS  
SALES LEADERS  
ASSOCIATION MEMBERS

WOMEN  
ENTREPRENEURS  
CELEBRITIES  
NEWSMAKERS  
ATHLETES  
GEN Z TO BOOMERS



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*Custom Keynotes  
That Connect*

LOOKING FOR AN EMCEE? LEARN WHAT LAURA CAN DO FOR YOU AT:

[lauraschwartz\*live\*.com/emcee](https://lauraschwartzlive.com/emcee)

ENGAGE THE DYNAMIC TEAM AT LAURA SCHWARTZ LIVE FOR YOUR NEXT EVENT

For information on services, scheduling and fees, contact Ashley Brooks.

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