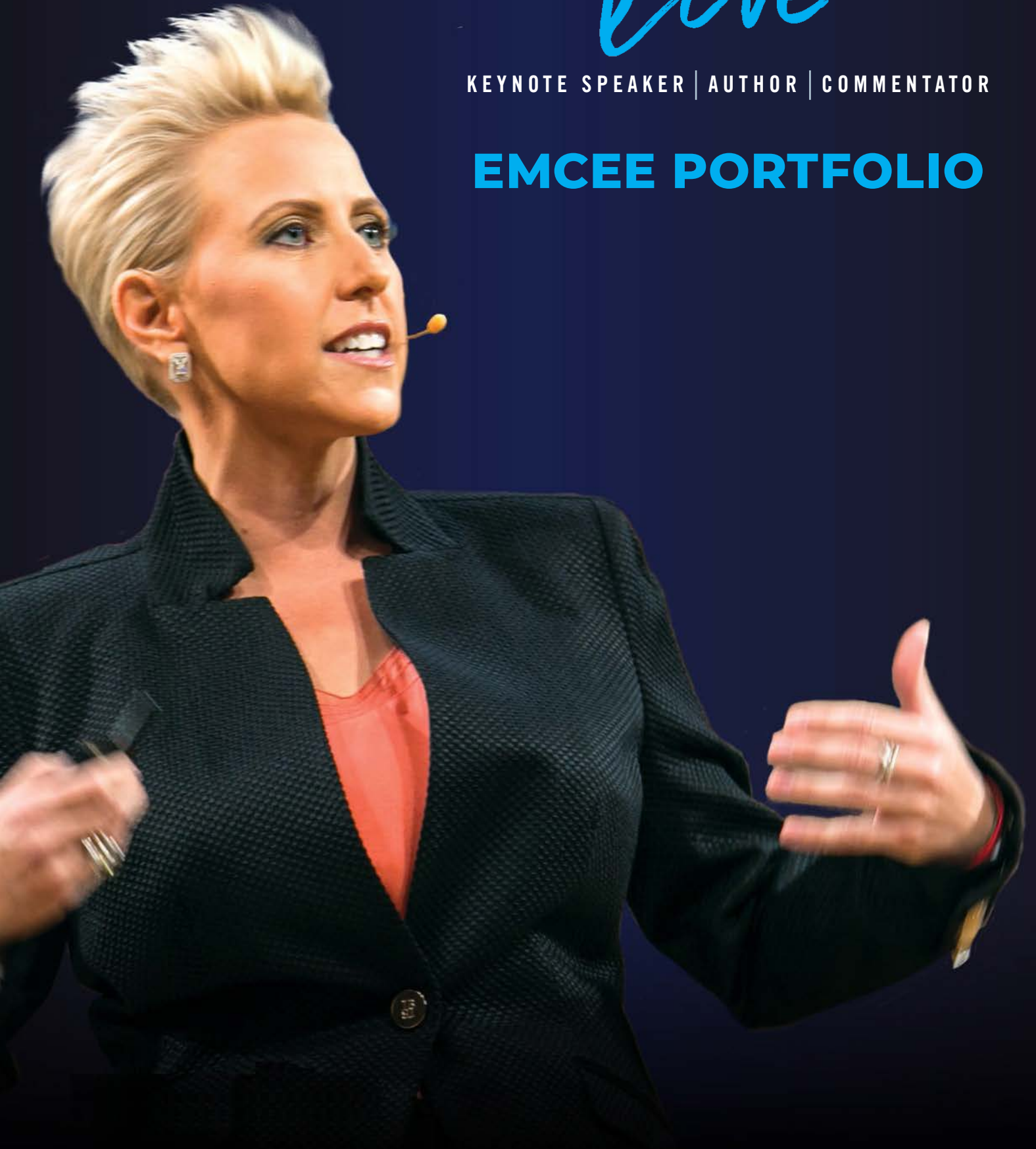


LAURA SCHWARTZ

live

KEYNOTE SPEAKER | AUTHOR | COMMENTATOR

EMCEE PORTFOLIO





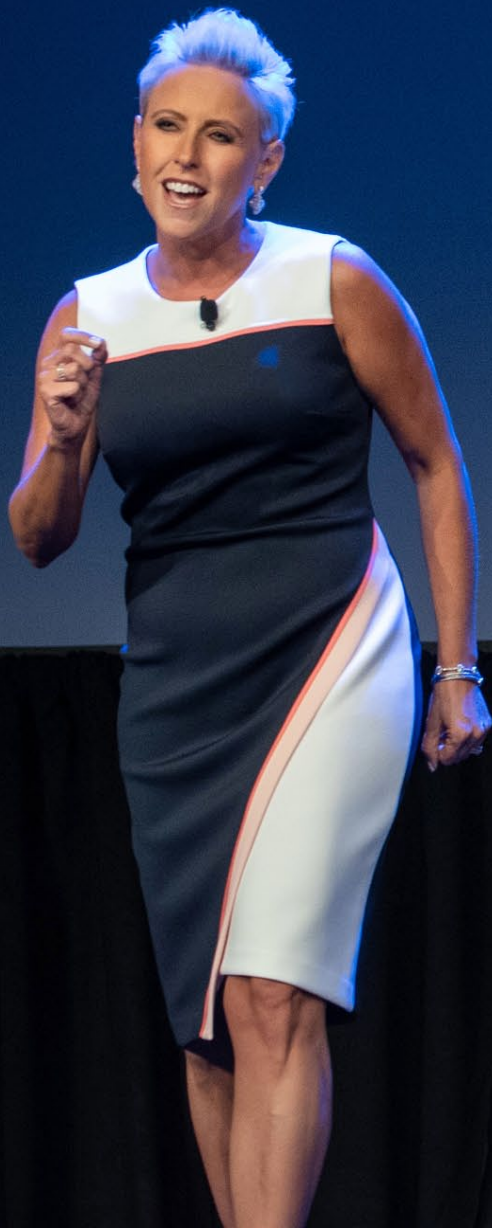
LAURA SCHWARTZ

TAKING YOUR EVENT TO THE NEXT LEVEL

Recently named one of
“The 100 Most Influential People in the Global Event Industry.”

MEET LAURA

**PROFESSIONAL EMCEE,
KEYNOTE SPEAKER,
AUTHOR OF “EAT, DRINK & SUCCEED”
AND TELEVISION COMMENTATOR**



Laura Schwartz is the premier emcee for conferences and events from 10 to 20,000 + people. With over 20 years of professional experience interviewing CEOs, newsmakers and celebrities, Laura brings your event to life and takes it to the next level with her dynamic, unique approach.

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 emcee and keynote work, recently was named one of "The 100 Most Influential People in the Global Event Industry."

***But what you really
need to know is:
What Laura Schwartz
can do for you.***



LAURA'S REVIEWS ARE IN!

100%
SATISFIED!

Meeting Professionals International
World Education Congress

4/4 stars

Event Service Professionals
Association Annual Conference

EXCELLENT
EXCEPTIONAL

Executive Secretary LIVE, London

1

SHE PUTS YOUR GOALS FRONT AND CENTER.

Laura listens before she even speaks.
By understanding your brand and your goals,
she is able to deliver a dynamic experience
that connects, motivates and resonates
long after your event has ended.

INDUSTRY EXPERIENCE

Advertising
Aerospace
Automotive
Cyber Security
Education
Engineering
Entertainment
Finance
Food and Beverage
Government
Hospitality
Insurance
Industry Associations
Marketing
Media
Medical/
Healthcare
Philanthropy
Real Estate
Retail
Social Justice
Technology

AUDIENCES

10-20,000 + people
International
Domestic
C-suite Executives
Global Leaders
Sales Leaders
Women
Association Members
Entrepreneurs
Celebrities
Newsmakers
Athletes
Gen Z to Boomers



2

SHE IS YOUR BIGGEST BRAND AMBASSADOR.

Laura begins working for your brand as soon as your contract is signed. She'll embrace your corporate culture and objectives and bring them to the stage and beyond, whether she's attending additional conference events, or staying for as long as it takes to talk to everyone who wants to meet her after a program. Your brand, your message and your objectives always come first.



“

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,
Event Creative

3

SHE COMMANDS ANY STAGE.

Laura Schwartz has hosted events all over the world.

She's a professional speaker with an extensive background in television, radio and voice over work.

There is no stage Laura can't handle. Laura is the unique emcee who can fire up an audience with a high-energy segment, deliver a “tight 30” version of her signature keynote or conduct a thoughtful on-stage interview with CEOs, celebrities or organizational leaders. She can create a custom on-stage program or moderate a panel discussion with thought leaders in any industry.



“

My team
had nothing but
praise for your work
and all that you did
to make their
job easier.
They said you were
one of the best
we have ever
worked with.

”

Media West Production President
John Samford

4

SHE DELIVERS YOUR MESSAGE IN A DYNAMIC WAY YOUR AUDIENCE WON'T FORGET.

She's arrived on stage in a flight suit, hosted live cooking challenges and an on-stage "Happy Hour" built around a conference message. She helped corporate leaders deliver groundbreaking news to a global audience of reporters at a press conference featuring a flying car. You name it, Laura Schwartz can deliver your message in a unique format that will result in a memorable, meaningful event. As your emcee, Laura keeps things on track while bringing energy that keeps the audience focused and entertained.



“

You carry a tremendous energy and I guarantee I am not alone in saying you are a tremendous asset to the entire conference!

”

Vic Simianu, MBA,
Sphinx Strategies, LLC

5

SHE CONNECTS TO AUDIENCES ACROSS ALL INDUSTRIES – ACROSS THE GLOBE.

Laura's high-energy style, combined with smart, live interviewing skills that only come with years of broadcast experience, make her a dynamic emcee unlike any other.

Her international experience and career allow her to connect and influence all cultures, home and abroad. Laura knows her audience, wherever she is. Whether she is speaking to a room full of industry leaders, sales executives, entrepreneurs, women business leaders, Fortune 500 CEOs or young professionals, Laura connects.

CLIENT

HYUNDAI

HYUNDAI'S CONSUMER ELECTRONICS SHOW 2020 PRESS CONFERENCE

LAS VEGAS, NEVADA

GUESTS

850

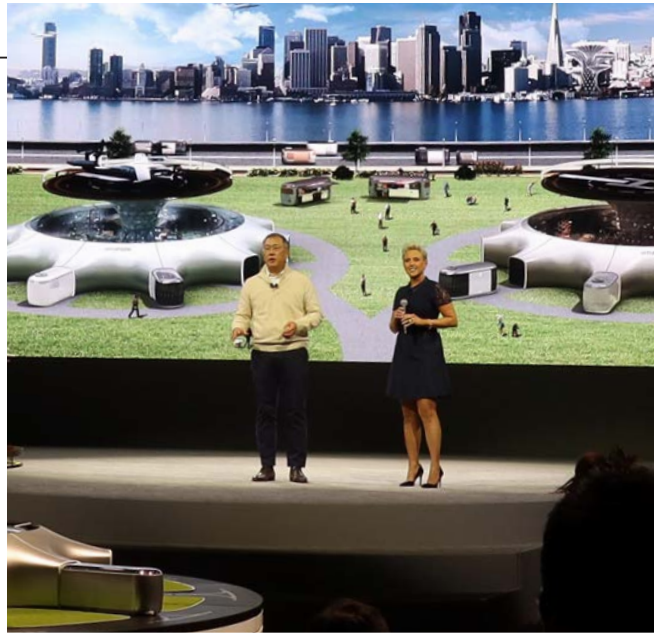
Members of the international press

DURATION

27 minutes

NOTABLE MOMENTS

► Laura hosted Hyundai's press conference to open the Consumer Electronics Show 2020, announcing the company's revolutionary "flying air taxi" and partnership with Uber. But this was no ordinary subject or hosting format. After seamlessly navigating lengthy Korean name pronunciations during introductions, Laura conducted on-stage interviews with each leader from Hyundai and Uber about their role in developing this incredible evolution in transportation. Laura helped boil down a complicated engineering story about a future that might not be so far away into a story the press could follow – resulting in one of the highest levels of media impressions of any CES press conference.



“

Your presence helped vitalize the whole presentation, and thanks to your contribution, we saw great media coverage outcome from the CES 2020.

”

Hyundai Motor Group

CLIENT

ASEMBIA

SPECIALTY PHARMACEUTICAL INTERNATIONAL CONFERENCE

LAS VEGAS, NEVADA

GUESTS

5,000
Pharmaceutical sales
leaders, leading drug
manufacturers, wholesalers,
top pharmacies, and
scientists for the nation's
most notable institutions.
A Fortune 100 audience.

DURATION

4 DAYS

NOTABLE MOMENTS

► On-stage interviews
with actor Rob Lowe and
news anchor Brett Baier
demonstrate how Laura's
television background
make her the unique
emcee who can bring
out the best stories from
the biggest names, while
staying on message for
any event.



“

You were
a pleasure to work
with and a great
addition to our
general session!
Thank you so much
for your contribution
to our
largest attended
summit yet!

”

Sherry Mountford, CMP Sr. Director,
Tradeshaw Events

CLIENT

AT&T WORLDWIDE GLOBAL BUSINESS

AT&T WORLDWIDE BUSINESS KICK OFF

GRAPEVINE, TEXAS

GUESTS

2,000
AT&T executives, global sales
leaders, technology partners
and acquired companies

DURATION

3 DAYS

NOTABLE MOMENTS

► AT&T took advantage of Laura's talents by booking her to emcee and deliver a high-energy 30-minute opening keynote. Laura customized a shortened version of her "Eat, Drink and Succeed" keynote to drive home conference objectives. Laura incorporated multiple clothing changes throughout the day to highlight a new line of branded AT&T Business merchandise and clothing.

“

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 year ahead.

”

Thaddeus Arroyo, CEO AT&T Business



CLIENT

HEWLETT-PACKARD

DSCOOP INTERNATIONAL CONFERENCE

SAN ANTONIO, TEXAS

GUESTS

2,500

Global HP graphic arts users, HP vendor partners and HP sales teams.

DURATION

1 DAY

NOTABLE MOMENTS

► Laura delivered the keynote, emceed and conducted an on-stage interview with one of the biggest names in tech: Steve Wozniak, co-founder of Apple Inc. “Woz” had a lot he wanted to say, but Laura was still able to steer him back to the objectives of HP and the mission of the conference.

“

You were amazing to work with. Your message was so compelling and you had the audience eating out of your hand. I would love to work with you again!

”

Martha Lawrence, HP



CLIENT

EVENTO

UPDATE FORUM OF INSIGHT

HELSINKI, FINLAND

GUESTS

500

World business leaders, experts on the global economy, ambassadors and local entrepreneurs.

DURATION

1 DAY

NOTABLE MOMENTS

► In a day packed with policy and ideas from captains of industry throughout Europe, Laura hosted a live “happy hour” for the last session of the day. A bar was rolled onto the stage and Laura played bartender while engaging the audience and four business experts in a pointed conversation over a casual drink at the bar. The event received rave reviews and a short video can be seen on her YouTube channel. www.youtube.com/watch?v=aHibbt8SHmQ



“

Laura, you were outstanding!
The cocktail bar “Happy Hour” on the stage would not have worked with anyone else — you were so poised, funny, and weaving our message through the entire day — we are all extremely impressed.

”

Heli Koivuniemi, Editor-In-Chief, Evento

CLIENT

FRESHWORKS

REFRESH '19

LAS VEGAS, NEVADA

GUESTS

600

Global technology leaders and users of Freshworks' innovative customer engagement software

DURATION

2 DAYS

NOTABLE MOMENTS

▶ As part of her general session emcee role, Laura introduced basketball legend Shaquille O'Neil and captained a game of basketball with him and the audience. With the Refresh '19 objectives in focus, Laura led Shaq through an interactive game with global attendees.



“

I appreciate your involvement, energy and efforts to support us and Freshworks every step along the way. You were amazing to work with, captivated the room and the audience loved you!

”

Noel Wax, CEO, GroundSwell Group



CLIENT

BAIRD Wealth Management

RW BAIRD LIFESTYLES CONFERENCE

MILWAUKEE, WISCONSIN

GUESTS

1,200
BAIRD wealth
portfolio clients

DURATION

1 DAY

NOTABLE MOMENTS

► Laura was praised for her non-partisan depth of political knowledge as she conducted a lively, yet serious, conversation with the ultimate polar opposite power couple: James Carville and Mary Matalin. Laura balanced politics in front of a diverse political audience, while bringing in personal stories of family, relationships and passion — and tying it all back to the mission of BAIRD and the clients they serve.

“

You have to
talk to our daughters
—you know more
about us than
they do!
Thank you, Laura.
You did an
incredible job.

”

Mary Matalin



CLIENT

CVENT

The world's largest event management technology company

CVENT'S ELITE MEETINGS ALLIANCES AND CONNECT

UNITED STATES, UNITED KINGDOM AND MEXICO

GUESTS

6,000 +
Attendees at 8 events
in United States /
United Kingdom /
Mexico.
Included professional
meeting and event
planners and suppliers

DURATION

3 DAYS per event

NOTABLE MOMENTS

► Cvent originally signed Laura to one year and signed on for a second after her emcee success at its signature conference, the Elite Meetings Allianc (EMA). To build off that success Cvent asked Laura to keynote its United States and United Kingdom Connect Conferences as well.



“

Laura,
hearing you speak
with such passion
and energy
is truly motivating
and your book is
fantastic!

”

Francis O'Donohue,
Executive Meeting Manager,
Fairmont Grand del Mar

CLIENT

A10 Networks

ELEVATE 20/20

LAS VEGAS, NEVADA

GUESTS

350

Sales team members

DURATION

3 days

NOTABLE MOMENTS

► The theme for this annual conference was Elevate 20/20 with a Blue Angels décor, complete with a flight suit “uniform” for the conference. With heels intact, Laura enjoyed taking on the role of “Flight Director.” Having spent more than eight years closely working with the military in her role as the White House Director of Events (and an Air Show enthusiast herself), this was a dream role. Before kicking off the full show, Laura conducted a serious, and very well received, on-stage interview with the CEO. On the last night she traded in her flight suit for a black-tie formal dress to host the annual awards dinner.



“

We loved having Laura on the program! Her calm and ability to roll with the ever-changing setting was amazing.

”

Cynthia Beckham
Event Strategist & Creator

CLIENT

UNICEO

United Networks of International Corporate Events Organizers

UNICEO'S INAUGURAL EUROPEAN CONGRESS

BUDAPEST, HUNGARY

GUESTS

500

World business leaders, experts on the global economy, ambassadors and local entrepreneurs

DURATION

3 DAYS

NOTABLE MOMENTS

► Laura kept this inaugural conference of European Marketing and Chief Event Officers on-time and on-mission with three days of engaging programming. She played ping pong on stage while interviewing an expert for a session activity; and worked with children who “surprised” her during a pre-rehearsed opening designed to communicate the mission of the conference. She later used a “breaking news” format to create a serious atmosphere for an activity on how to lead during a natural disaster.



“
The advice you are giving is absolutely priceless, thank you for the wisdom and the “secrets” you are sharing with the audience.



Sara Fodor, UNICEO



CLIENT

HYATT HOTELS CORPORATION

WOMEN'S LEADERSHIP DEVELOPMENT & WELLNESS FORUM

SAN DIEGO, CALIFORNIA

GUESTS

1,000

Women leaders from Hyatt.

Audience included senior executives, regional executives, hotel general managers, directors of operations

DURATION

2 DAYS

NOTABLE MOMENTS

► This was Laura's second conference for Hyatt. Laura served as the keynote for the Hyatt International Women's Day event and was asked back in April to open and emcee its first women's leadership forum, including conducting a panel with Hyatt's influential female leaders. They have since asked Laura to headline two more women leadership conferences in 2020. Laura is a well-known thought leader on women's empowerment, especially as it relates to a corporate culture and at all levels of your career.



“

“WOW!

It's one day later and I am still on cloud nine thinking back to yesterday's W@H event at HRC.

I was totally blown away.

I am sure you know this, but in case you don't, please know how beyond touched, impressed and impacted everyone in the audience was.

”

Lindsey Kaskowitz, Park Hyatt Chicago

CLIENT

EXHIBITS AND TRADE FAIRS AUSTRALIA

THE BUSINESS OF EVENTS CONFERENCE

SYDNEY, AUSTRALIA

GUESTS

300

Meeting and event professionals and thought leaders. MICE organizations, convention and tourism bureaus, hotel properties, audio visual companies from Australia

DURATION

2 DAYS

NOTABLE MOMENTS

► Laura began working as brand ambassador well before the conference began. She collaborated with organizers, conducted advance interviews with media and industry publications, and published a conference e-book about the conference to drive registration. Laura also hosted a private breakfast for the first 30 registrants, offering a conversational program on leadership. Laura conducted in-depth on-stage conversations on world events and engaged the audience in thoughtful discussion.



“

“Hands down, one of the best conferences I’ve attended in a while!

My number one highlight, was meeting the former White House Director of Events – such an inspiration!”

”

Meagan Ketkas, Partnership
Marketing Consultant at Cbus Super Fund



LAURA SCHWARTZ
live

**MAKING
YOUR EVENT
AN
UNFORGETTABLE
EXPERIENCE**

LAURA IS ALSO A KEYNOTE SPEAKER.

**CALL OUR BUREAU TO FIND OUT MORE OF WHAT LAURA CAN DO FOR YOU
AND YOUR EVENT!**