

A woman with short blonde hair, wearing a black textured blazer over an orange top, is speaking into a small yellow lapel microphone. She is gesturing with her hands, which are adorned with rings. The background is a solid dark blue.

# LAURA SCHWARTZ

## *live*

PROFESSIONAL EMCEE | 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  
2025, 2024, 2023, 2022, 2021, 2020, & 2019**

— 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

## ► YOUR GOALS FRONT AND CENTER

Laura listens before she speaks. Whether it's a single afternoon or a multi-day conference, her preparation begins long before the audience arrives. Each engagement starts with a thoughtful discovery process, as she researches your industry, brand, culture, mission, and audience. By aligning with your objectives, Laura creates a tailored experience that connects, inspires, and resonates long after the event concludes.

## ► VIRTUAL KEYNOTES

All of Laura's keynotes can be delivered virtually—bringing her signature motivation and energy to audiences wherever they are. Broadcasting from the state-of-the-art Laura Schwartz Live multi-camera studio, she blends substance, creativity, and technical expertise to deliver dynamic, engaging experiences on screens of any size.

## ► INSPIRING AUDIENCES EVERYWHERE

Laura delivers keynotes that transcend industries, cultures, and generations resonating with audiences around the world. She customizes each program while sharing a universal message that motivates, inspires, and connects. With over a decade alongside a U.S. President and more than 25 years on global stages, Laura engages leaders and teams from CEOs and executives to entrepreneurs, women in business, sales teams, and rising talent. Her programs provide actionable tools that drive performance and results. Acclaimed across the United States, Europe, the Middle East, Africa, Asia, Australia, and the Americas, Laura empowers audiences to succeed on a truly global scale.

## ► DONATES PROCEEDS OF EAT, DRINK & SUCCEED

For every Eat, Drink & Succeed book purchased for your event, Laura donates 100% of the proceeds to a charity of your choice—turning each copy into lasting impact.

## ► YOUR BIGGEST BRAND AMBASSADOR

Laura embraces your corporate culture and goals, sharing your message both on stage and beyond. From attending conference events to staying afterward with attendees, she is fully committed to amplifying your mission. She extends your reach before, during, and after the event through strategic social media engagement and custom preview videos tailored for your website and channels.

## ► KEEPS AUDIENCES ENGAGED

Laura engages audiences with powerful visuals and audio, creating keynotes that reimagine, reenergize, and reengage both professional and personal purpose. Through dynamic multimedia and compelling content, she delivers distinctive, high-impact presentations that leave a lasting impression.



# Biography

**Laura's story is impressive! She started as the youngest female presidential appointee in history, serving as White House Director of Events for President Bill Clinton. She went on to author the internationally acclaimed *Eat, Drink & Succeed*, and today she's a sought-after speaker, emcee and television commentator —named one of "The 100 Most Influential People in the Global Event Industry."**

## THE WHITE HOUSE YEARS

Laura Schwartz served as White House Director of Events for the Clinton Administration, working directly with the President, First Lady, world leaders, and international business executives. She traveled the globe with the President, produced more than 1,000 events, including State arrival ceremonies and dinners, America's Millennium Celebration, the UN Millennium Summit, and NATO's 50th Anniversary—demonstrating how powerful events can inspire a nation and the world. Arriving at the White House at just 19 years old, with no political connections, Laura rose through the ranks from Staff Assistant to Midwest Press Secretary, Director of Television, and ultimately, Director of Events.

## LAURA'S BOOK: *EAT, DRINK & SUCCEED*

In *Eat, Drink & Succeed!*, Laura reveals the secrets to building powerful, effective partnerships where we least expect them—whether in our companies, communities, chance encounters, or beyond. Drawing on personal stories from her White House years and global experiences, she shows how to harness the positive networking power of any conversation to spark opportunity and success.



## PROFESSIONAL SPEAKER, EMCEE AND INTERVIEWER

For 25 years Laura has brought her empowering presentations to stages and screens worldwide, earning recognition for her dynamic keynotes and her role as mistress of ceremonies for multi-day conferences and events. Whether engaging 10 executives, energizing 10,000 attendees, or connecting virtually across continents, Laura captivates audiences with her expertise, enthusiasm, and positive energy. She has been entrusted as emcee by some of the world's most prominent organizations, including HP, Microsoft, Hyundai, Boeing, Uber, AT&T, Infosys, Gilead, Regeneron, Raytheon, EY, Cartier, Elavon, Synchrony, BlackRock, Hyatt, Hilton, the Oprah Winfrey Network, Macy's, Realtor.com, Coldwell Banker, Berkshire Hathaway, Nielsen IQ, and more.

## TELEVISION AND MEDIA COMMENTATOR

Laura has been a prominent face on television worldwide since 2001, serving as an authoritative voice on current events, the American presidency, domestic and foreign affairs, the global economy and women's issues. She is the American Contributor to Australia's #1 morning program, The Today Show, and, alongside her cast at ITV, earned the prestigious Drum Award for "Podcast of the Year" in 2021.





## SIGNATURE KEYNOTE

# EAT, DRINK & SUCCEED!

HIGH-ENERGY MOTIVATION YOU'LL REMEMBER  
AND STRATEGIES YOU'LL USE.

**Laura's super-charged signature series** is built on being prepared for partnership and turning the optional into opportunity. As she reminds audiences: "You never know when the next conversation will be the one to change your life—or someone else's."

Challenging traditional ideas of networking, Laura inspires audiences to ask "What can I do for you?" instead of the self-serving "What can you do for me?" She demonstrates how positive, powerful networking is about mentoring, leading, and building connections both inside and outside the office.

Customized to incorporate your conference programming and year-round engagement, Laura shares practical examples and actionable tips that increase results for every

participant. When the event is over, these lessons carry back to the workplace—and into everyday life.

*Eat, Drink & Succeed* motivates, engages, and drives action. Whether a first-time attendee or seasoned veteran, every participant leaves empowered to transform conversations into opportunities, relationships into partnerships, and ideas into results.

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### **EAT, DRINK & SUCCEED INSPIRES AT:**

- ▶ Corporate and Association conference kickoffs
- ▶ Sales meetings
- ▶ Employee engagement and culture-building programs
- ▶ Innovation labs and strategy sessions
- ▶ Professional development workshops and seminars
- ▶ Team-building and professional growth initiatives
- ▶ Leadership development programs



## KEYNOTE

# ACTIVATE YOUR SUPERPOWERS

EVERY LEADER HAS A CAPE. IT'S TIME TO WEAR YOURS.

**From her start as a small-town girl** with a speech impediment to becoming the youngest female presidential appointee in White House history—and ultimately an international professional speaker and television commentator—Laura shares powerful, relatable stories of challenges and triumphs. Along the way, she reveals the superpowers we all develop throughout our lives.

Audiences will uncover the five universal superpowers within themselves, learn how to activate them, and discover additional powers unique to their own journeys. These tools serve as invaluable assets for building leadership, driving engagement, and sparking growth—at work, at home, and in our communities.

Compelling, motivational, and deeply personal, this program leaves every audience inspired and energized—ready to put on their cape and embrace the Superhero within.

### ACTIVATE YOUR SUPERPOWERS IS YOUR CAPE FOR:

Corporate and Association conferences ► Innovation labs and strategy sessions  
Employee engagement and culture-building programs ► Women's empowerment events  
Professional development workshops and seminars ► Leadership development programs  
Team-building and professional growth initiatives

“

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





## KEYNOTE

# THE THIRD PLACE

## LAURA TRANSFORMS THE STAGE INTO THE THIRD PLACE: PART EXPERIENCE, PART REVELATION, ALL IMPACT

**At the heart of opportunity** is the space where conversations come alive. In The Third Place, Laura Schwartz brings to life the concept coined by urban sociologists in 1989—those spaces beyond home and work where we gather, connect, and create.

On stage, Laura doesn't just talk about Third Places—she creates one in real time with members of your audience. Through interactive engagement, compelling stories, and actionable strategies, she demonstrates how these spaces transform relationships into partnerships and ideas into reality.

Audiences discover the power of Third Places and the potential to have the conversation—the one that shifts perspectives, opens doors, and changes the game. They leave energized, inspired, and ready to activate their own Third Place, transforming everyday interactions into extraordinary opportunities for growth, collaboration, and success.

### THE THIRD PLACE COMES ALIVE AT:

Corporate and Association conferences ► Innovation labs and strategy sessions  
Employee engagement and culture-building programs ► Women's empowerment events  
Professional development workshops and seminars ► Leadership development programs  
Team-building and professional growth initiatives

“

It was awesome to be part of the “Break Room” 3rd Place on stage during our company wide Spring Training. You made this experience easy and enjoyable, creating an instant connection among us and brought out the best in all of us. I am thrilled to have also made new friends through this experience. I truly value the dynamic we've created together.

”

E. Polanco, Participant  
of the 3rd Place “Break Room” set on stage



KEYNOTE

# LEAD FIRST

A DYNAMIC PRESENTATION ON LEADERSHIP THAT INSPIRES  
IN MOMENTS OF TRIUMPH, TURBULENCE, AND TRANSFORMATION.

**As any great leader will attest**, leading in good times is easy—it's in moments of turbulence and change that true leadership is revealed.

In this one-of-a-kind program, Laura Schwartz draws on little-known stories from more than 200 years of U.S. Presidents and First Ladies, weaving in her own White House experience to deliver non-partisan lessons that resonate with today's organizations. She brings history to life with practical insights and powerful examples attendees can put into action immediately.

From the earliest White House inhabitants to defining moments of the Clinton administration, Laura shares stories that inspire and equip audiences with real-world leadership strategies they can apply daily—and carry back to their workplaces, communities, and beyond.

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## LEAD FIRST INSPIRES LEADERS TO RISE AT:

Women's empowerment events ► Corporate and Association conferences  
Professional development workshops and seminars ► Innovation labs and strategy sessions  
Leadership development programs ► Team-building and professional growth initiatives  
Employee engagement and culture-building program

“

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





# Custom keynote programs

► **Laura customizes each** keynote to align with your message and objectives and is renowned for her ability to connect authentically with every audience. Rather than delivering the same speech repeatedly, she crafts presentations that are fresh, relevant, and impactful.

Whether your focus is a conference theme, rebrand, new partnership, or corporate milestone, Laura works closely with you to transform your goals into an unforgettable audience experience.

“

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

**From on stage to on your screen since 2001, she's covered 7 presidential campaigns and elections, 2 royal weddings and so much more.**

Laura Schwartz has been a prominent face on worldwide television since 2001. With extensive experience on the world stage and in the White House, she is recognized as a respected, nonpartisan, and authoritative voice on topics including current events, the American presidency, domestic and foreign affairs, the global economy and women's issues.

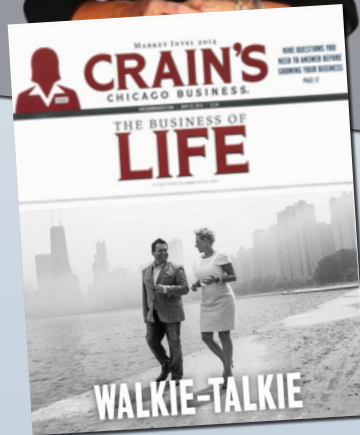
She began her broadcasting career as a contributor for Fox News Channel before moving to CNN, CBS, ITV, and the BBC. From 2017 to 2019, she served as the regular fill-in guest host for Larry King.

Today, Laura is the American contributor to Australia's #1 morning program, the Today Show. Along with her cast at ITV London, she earned the prestigious Drum Award for Podcast of the Year in 2021.





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*live*



## INDUSTRY EXPERIENCE

AEROSPACE	FINANCE	MULTI MEDIA
ARTIFICIAL INTELLIGENCE	GOVERNMENT	PHARMACEUTICAL
AUTOMOTIVE	HEALTHCARE	PHILANTHROPY
CYBERSECURITY	HOSPITALITY	REAL ESTATE
EDUCATION	INSURANCE	RETAIL
ENGINEERING	INDUSTRY ASSOCIATIONS	SOCIAL JUSTICE
ENTERTAINMENT	MARKETING	TECHNOLOGY

## AUDIENCES

1-20,000+	WOMEN
INTERNATIONAL AND DOMESTIC	ENTREPRENEURS
CORPORATIONS	CELEBRITIES
ASSOCIATIONS	NEWSMAKERS
C-SUITE EXECUTIVES	ATHLETES
GLOBAL LEADERS	LGBTQ+
SALES LEADERS	GEN ALPHA TO BOOMERS



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**HYATT®**



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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.

Ashley@LauraSchwartzLive.com | 312.767.7415