



Speech and Presentation Topics

David speaks on a wide range of topics and themes relating to business strategy, marketing, communications, international business, creativity and entrepreneurship.

David can write a speech tailored to the theme of your conference, corporate event, convention, forum or business meeting.

Some examples are listed below.

More details about David's track record as a speaker and testimonials from clients are on his website.

How to Make Money While You Sleep

Business strategies and case studies about creating, protecting and licensing intellectual property to generate profitable new income streams.

Leading Creative People

Many entrepreneurs in the creative industries unexpectedly find themselves in the position of being a 'leader'. How does a business owner become an effective leader? And is it even more difficult to lead 'creative' people?

How to use creativity (both a-Creativity and i-Creativity)

How both kinds of creativity can be used by individuals, organisations and enterprises to achieve greater success.

Creativity, Imagination and Rationality

We need to be creative and imaginative, yet rational and realistic. How do we reconcile this paradox? We can use right-brain creative thinking then left-brain logical thinking in a complementary 'yin/yang' fashion.

International Business and Marketing

Marketing internationally requires a sensitive understanding of other people's cultures, customs and business etiquette. When international marketers fail to see things from their customers' point of view, tragic, amusing and expensive mistakes often happen.

New Business Models in the Creative Industries

New ways to raise finance, engage with customers, create intellectual property and sell creative products and services.

Why a Business Formula beats a Business Plan

Business plans are often written for an external audience then ignored internally because business owners don't actually believe in them. What's more important, and much more useful, is to create your own Business Formula.

Local and Global

The distant is often regarded as more exotic and the local overlooked as 'ordinary'. We can sell and collaborate online globally, yet sometimes, close contact is required to build trust and co-operate effectively. How do we get the best of both worlds - global and local?

Are you busy?

We are often proud of how busy we are, but why? Are we in danger of becoming "busy fools"? Being busy can be a form of laziness. By keeping busy with trivial things, we can consciously or unconsciously distract ourselves from the more difficult and more important task of thinking about what's really important for our lives and our enterprises.

T-Shirts and Suits: Creativity and Business

How successful creative entrepreneurs around the world integrate creative passion with smart business techniques to achieve greater success.

Authentic Marketing

Strategic marketing is different than the commonly-understood meaning of marketing as 'glitzy sales techniques'. Moreover, it allows a person or enterprise to be authentic, connecting only with the most appropriate customers.

Strategy, Power and Pricing

Pricing can be regarded as a function of the power relationship between seller and buyer. The businesses that are in a powerful position with regard to pricing are those that have devised a business strategy based on competitive advantage and careful targeting of customers.

How to Design a Business

Designing a business means thinking in advance about the size and shape of the enterprise you want to build, like a builder uses a blueprint, rather than 'making it up as you go along' and growing unthinkingly.

Marketing Strategically

How to increase sales and profits by focusing on the right kinds of customers, deliberately avoiding some market segments, based on an analysis of competitive advantage.

Contact David Parrish for an informal conversation about writing and delivering a speech or presentation tailored to suit your conference, event, convention or meeting.

Links

www.davidparrish.com