

David Meerman Scott**World's Leading Marketing and Sales Expert**

David Meerman Scott helps companies and organisations generate attention and grow business in a real-time world. He spotted the online content revolution in its infancy and wrote five books about it including *The New Rules of Marketing & PR*, the definitive book on the topic, translated into 29 languages. Now, there's a new inflection point. The pendulum has swung too far, creating a world of digital chaos. Tech-weary and bot-wary people are longing for human connection. There are businesses and organisations who have learned to win by tapping into this mindset by creating a Fanocracy. David inspires people to set old ideas and fear aside and use new tools to achieve measurable, no-cost results to turn customers into fans and fans into customers.

