



Pam Atherton

speaker • radio host • media strategist

Pam Atherton is an award-winning talk show host, keynote speaker and workshop moderator.

"Truly the best of the best!" – Swim with the Sharks, Author Harvey Mackay

Secrets to Being Memorable

Abstract: The Art (and Science) of Being Unforgettable

You're out there facing some tough competition in a marketplace that's crowded and fierce. So when you're making a pitch or a presentation, how do you stand out? How do you make sure you are **memorable**?

Award-winning radio and television personality Pam Atherton shares tips, tricks and tactics to make a lasting impression with clients, and to keep you top-of-mind with customers. You'll learn actionable steps that are backed by the power of research and neuroscience that you can use immediately, from the boardroom to the next networking event you attend.

We'll discuss how to stand out in a crowded field, the power of collective effervescence, and why you (still!) need to do your homework.

KEY POINTS:

- Offering the two things that every human craves makes you unforgettable
- The only three things you need to tell a powerful story
- Where in the agenda you want to be positioned for maximum memorability
- How to use neuroscience to create a positive lasting impression
- A sneaky little trick to discover if your audience is on board with your ideas