Dave Carroll is an award winning singer-songwriter and social media innovator from Halifax, Canada who is widely recognized as a master storyteller.  He became familiar to 150 million people across the world when his 2009 YouTube music video about a customer service issue with an airline, called 'United Breaks Guitars’, became a worldwide media sensation. Since then he has also become a highly sought after professional speaker, a published author and an advisor with two exciting new software startups called *LifeRaft*and *Flamingo.*

In his presentation Dave will describe his process in developing what Google has referred to as ‘*one of the most import videos in our history’*. He will examine the importance of storytelling when building a brand, and also share the global implications of his, video in the areas of social media and customer experience, and he will apply all of this to a deeper message: that we are all fundamentally connected, that simple changes in your perspective can inject caring into your business, and that an organization founded upon ‘compassionate design’ makes for a happier, more productive, and more successful environment.

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