

# TYLER SUCHMAN



corporate engagements with an internet strategist and web marketing expert

## TRAINING SEMINARS

Engage, inform and equip participants with the tools to understand the impact of key internet platforms, including social media, search engine optimization, pay-per-click advertising and social rewards. Quarterly seminars may be scheduled to reinforce best practices and pitfalls in decentralized employee outbound communication such as blogging, forums and video.

A 2 or 4 hour course is generally presented to 15-30 participants.

## EXECUTIVE STRATEGY

Effective leadership demands a thorough understanding of the impact and integration of social media, user generated content and emerging channels has on a corporation and its workforce.

The Executive Strategy program empowers managers and executives with the knowledge to effectively engage employees and leverage online participation as an asset while minimizing and mitigating risk.

## CUSTOMIZED PROGRAMS

A comprehensive research phase precedes an engaging presentation on online participation across multiple departments and/or a competitive analysis, paired with a white paper.

Uncover and build upon successful online engagement at the departmental level, and learn how competitors are engaging their markets online.

A 1 or 2 hour presentation accompanies a comprehensive report.

## WHAT OTHERS ARE SAYING

*"We really appreciate the time and effort that you put into your presentation. We received great feedback on how helpful, informative and "do-able" your suggestions were. Providing the video is the icing on the cake. Thank you!"*

– City of Ventura

*"Thank you for sharing your expertise with our membership. It was a pleasure working with you. The seminar was very informative and we learned a lot!"*

– Anchorage Chamber of Commerce

*Attending your clear and compelling presentation caused my organization to develop powerful new social strategies. Specifically, we have quadrupled our Facebook page fans and activity, with great results for program attendance and fundraising.*

– President, Bell Arts Factory

*"The success of any seminar for me is measured in the number of ideas and action items that follow. Well, I came away with 4 pages of notes and a dozen action items. Thanks again for a great afternoon!"*

– Executive Director, Historical Figures Foundation

## ABOUT THE SPEAKER

Tyler Suchman provides his audience an entertaining, fast-paced, customized roadmap to doing business successfully online.

A natural and engaging speaker, he has been featured in numerous publications including the Los Angeles Times, Ventura County Star, Ventura County Reporter, Music Connection, Boulder Weekly, Orange County Register and UCLA Alumni Magazine. In 2007, Tyler was honored as one of the "Top 40 Under 40" by the Pacific Coast Business Times, covering Ventura, Santa Barbara and San Luis Obispo Counties.

Tyler is founder of internet strategy consultancy Tribal Core, partner in Dennison+Wolfe Internet Group and partner in leading social rewards consultancy 42 Terabytes, LLC.

He lives and works around the world with his wife, Alison.

## PARTIAL LIST OF CLIENTS AND ENGAGEMENTS

United Nations Environment Programme  
Ventura County Economic Development Association  
Ventura County Community Foundation  
City of Ventura  
University of Montana  
Anchorage Chamber of Commerce  
World Travel Holdings, Inc.  
Nutiva, Inc.  
Make It Work, Inc.



## CONTACT

Call today to schedule Tyler Suchman for your corporate engagement.

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