

CRYSTAL WASHINGTON TECHNOLOGY STRATEGIST & FUTURIST

Crystal Washington works with organizations that want to leverage technology to increase profits and productivity
Virtual, Hybrid, and In-Person Programs

WHAT CLIENT'S HAVE TO SAY

The audience response to her content has been amazing. Crystal's energy, passion, and expertise simply wows.

**-Sterling T. Shea,
Associate Publisher, Barron's**

She recharged the audience, had them laughing, energized and engaged in a topic near and dear to all of us.

**-David Kubissa, Manager,
Employee Communications, Corning**

I just returned from a 3-day conference in Chicago attending social media training seminars, and I learned more from you in ½ hour than 72 hours there.

-UBS Presentation Attendee

Crystal's style is incredibly dynamic and energetic, but her most powerful skill is her ability to create meaningful conversation. Top 5 industry presenters I've seen in 20 years!

**-D. Colford,
Chief Revenue Officer, Hanley Wood**

We immediately went to work on new social media strategy for PhillyTrib.com based on what we heard from Crystal's workshop. After 8 months of activity, we've organically quadrupled our followers on Twitter and our likes on Facebook. PhillyTrib.com has reported a 61% increase in average unique visits per month and a 41% increase in average total page views per month. Now, that's value!

**-T. Edwards, Digital Project
Manager, Philadelphia Tribune**



Nurturing Relationships for Business Success

Most popular virtual talk!

- ✓ Understand the Do's and Don'ts of reaching out to contacts during high-stress periods
- ✓ Identify strategic ways to use social media for your personal brand
- ✓ Gain creative ideas for going from provider to superhero in the minds of clients during their most difficult periods
- ✓ Discover cool tech tools and tricks for consistently crafting "wow" moments for peers, clients, referral partners, and even prospects



The Future of Work is Here

In-person, virtual, or hybrid

- ✓ Identify the significant ways in which technology is changing human beings
- ✓ Discover the unique ways technology trends will impact your industry in the long term
- ✓ Uncover tactics for riding the wave of change to positive business results



Relationships 2.0: Tech Tools & Strategies to Get More Business!

In-person, virtual, or hybrid

- ✓ How to send out high tech, high touch proposals that knock the socks off of your prospects
- ✓ Ways to turn what would be tedious conference calls into relationship-building experiences
- ✓ Fun tools for endearing yourself to clients and building lasting relationships



Operation Outsource: Master Efficiency Using Technology

In-person, virtual, or hybrid

- ✓ Identify hacks for better business/career management
- ✓ Uncover fresh "spy tricks" unknown to 99% of Internet users for gaining valuable client information and monitoring your competitors
- ✓ Become an expert at task automation and outsourcing non-revenue generating busy-work (even at home)



Brand Yourself in an Increasingly Digital World

In-person, virtual, or hybrid

- ✓ Uncover three tips for building a strong personal brand online that translates into more referrals, stronger relationships with existing clients, and highlights you for career opportunities
- ✓ Leverage tech and real-world tactics for greater in-house collaboration
- ✓ Discover how you can stay a relevant lifelong learner and up-to-date on the latest industry and technology trends in just a few minutes a week!

One of Forbes Top 50 Women Futurists in 2020





CRYSTAL WASHINGTON.com
PRACTICAL TECHNOLOGY INNOVATION
 for SALES, MARKETING AND EFFICIENCY



WHAT CLIENTS HAVE TO SAY ABOUT VIRTUAL PROGRAMS

That was the most substantial and interactive webinars we've had. The lightning round you suggested brought fun and excitement, and our sponsors were thankful and happy to get some sunshine. Please let us know if there is anything else you offer. We love you!

-V.G., ASSOCIATE, EVENTS, STRUCTURED FINANCE ASSOCIATION

Crystal Washington is without a doubt the most entertaining and dynamic speaker and tech strategist for a virtual or in-person event. We hired Crystal prior to moving our 22nd annual conference to a fully virtual experience and she easily and quickly worked with us to bring a fun, virtual experience to our attendees. Crystal was funny, easy to connect with (even virtually) and extremely engaging throughout her keynote address. She spoke on the future of tech, made it seem so much less intimidating for our corporate women, and kept the audience laughing the entire time. Highly, highly recommend.

-A.H., DIRECTOR, NWA BUSINESS WOMEN'S CONFERENCE

It has been a pleasure for IHRSA to work with Crystal Washington. She tailored her presentation to fit the fitness industry, weaving her expertise into relevant, tangible takeaways for our virtual event attendees, and gave us a great short video for social media to help promote her talk. She even rented a professional stage for the virtual event and created interactive polling questions within the pre-recorded session. Crystal is a friendly, thorough, and energetic speaker. She is sure to please!

-J.A., VICE PRESIDENT OF GLOBAL PRODUCTS, IHRSA

CRYSTAL'S BOOKS
 "One Tech Action" &
 The Social Media Why"



Crystal's Clients Include:

Google, Microsoft, MD Anderson Cancer Center, Delta Airlines, British Airways, GE, UBS Financial Services, Corning, Harvard Joint Center For Housing, Marriott, Hilton, Kia, Farmers Insurance, Whirlpool Corporation, The American Hospital Association

