



— MASTER YOUR —

# EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE



# Maximizing Social Proof in 2022

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Owner, OFD Consulting  
[@ofdconsulting](#)



# By Definition

When others are doing it,  
it's ok for me to do it





# Social Proof is Everywhere

Product Reviews  
Celebrity Endorsement  
Large Group Endorsement  
Client Testimonials  
Social Media Posts  
Earned Media



6,127  
USERS



4,892  
PAYMENTS



50  
STATES



643  
BOTTLES  
POPPED

# Grow with Mailchimp

Our marketing platform helps brands like these build their thing and keep it growing.



Customers since 2011



Customers since 2012



Customers since 2010



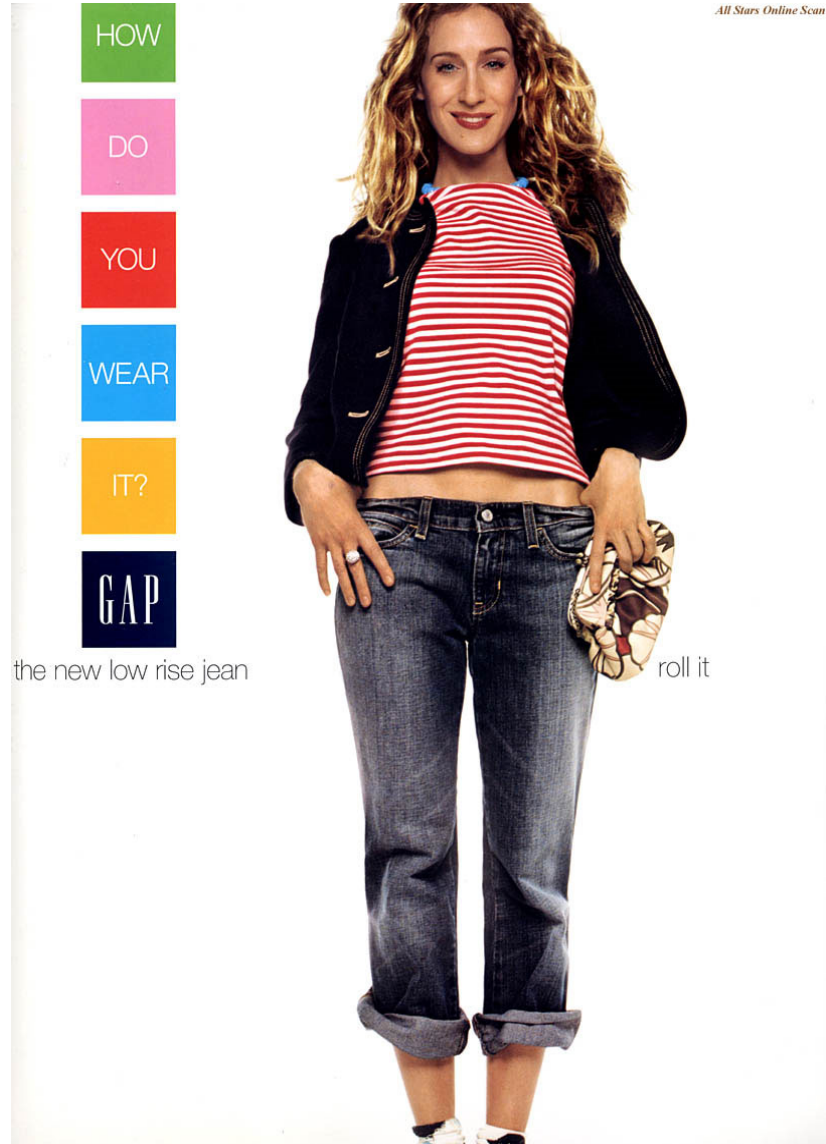
**92% of consumers trust a peer**  
**70% trust complete strangers**

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HOW  
DO  
YOU  
WEAR  
IT?  
GAP



All Stars Online Scan

HOW  
DO  
YOU  
WEAR  
IT?  
GAP

the new low rise jean

roll it

# Social Proof + Publicity

“

**PR is when somebody  
else says you're great**

”



92%

1

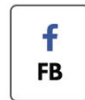
# Event Features

People **EXCLUSIVE**

# R&B Singer MAJOR. and Fiancée Nichelle Wed in Intimate Texas Ceremony: 'A Dream Come True'

The couple planned their romantic wedding in less than five months

By [Claudia Harmata](#) and [Brienne Tracy](#) | August 14, 2020 08:01 PM






# 2

# Quotable Quotes

# Getting Creative for the 2020 Office Holiday Party

Because yet another Google hangout is not going to cut it.

 Give this article



 10





[IDEAS & ADVICE](#) > [PLANNING ADVICE](#)

## An Expert Guide to Writing Your Own Wedding Vows

The ultimate guide to crafting promises you'll cherish forever.





# Podcast Interviews



THE WEDDING  
PODCAST BIZ  
with andy kushner



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4

# “Those” Lists



**If you've got it, flaunt it**

# Adding Logos to a Landing Page Increases Interaction by 400%

## As Seen In

Catering  
magazine

BRIDES

FORTUNE

The New York Times

WEDDINGpro  
The power of the knot + WEDDINGWIRE

catersource®

the knot

VOGUE

MARTHA  
STEWART  
weddings

n p r

SPECIAL  
EVENTS

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# A Word of Caution

*Snippet*  
& *INK*

*Southern*  
WEDDINGS





**Company History**



**Press Page**



**Social Profiles**



moxiebrightevents

Message



2,438 posts

6,011 followers

3,363 following

**Moxie Bright Events** ✨ **Renée** she/her

Entrepreneur

👰 Wedding Planner, LA & Everywhere

🌟 1/2 of @conferenceconfident

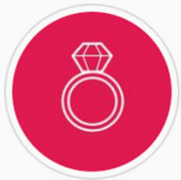
👩 Educator @reneedalo

🎙️ Podcast @talkwithreneedalo

🏳️ Equality 🦊🦊🦊🦊🦊 BLM

[linktr.ee/moxiebrightevents](https://linktr.ee/moxiebrightevents)

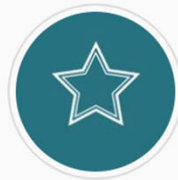
Followed by flourishweddingdesign, ninetythreeentertainment, bigernproductions +153 more



Real Wedd...



Unsafe at ...



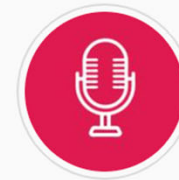
Press



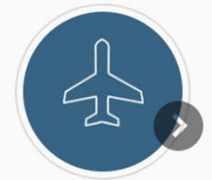
Education



Our Ethics



Podcast



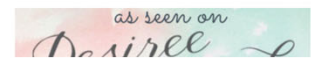
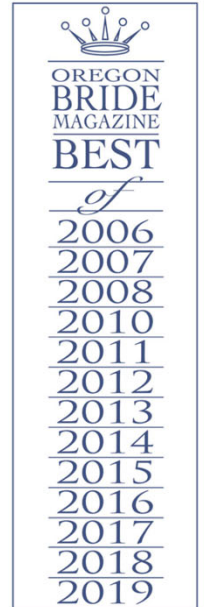
Travel

# Media Kit versus ...Press Page ...Online Newsroom

BRIDAL BLISS IN PRINT



OUR ONLINE BUZZ

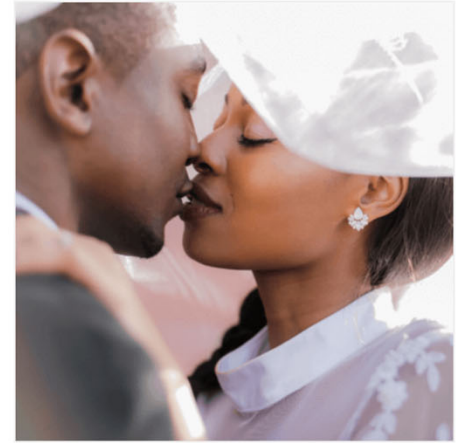




NY Times



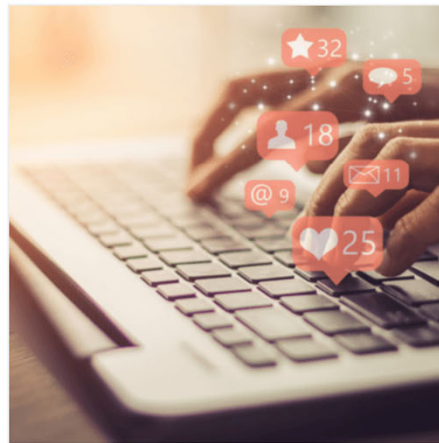
Brides



AP News



The Knot



Special Events



WeddingChicks



### Dunkin' Joy in Childhood Foundation Celebrates Its Four-Legged "Dog-tors" on National (Furry) Employee Appreciation Day!

Not all employees wag their tails when they get to work, but on National Employee Appreciation Day, March 4, the Dunkin' Joy in Childhood Foundation is celebrating our four-legged friends who bring joy to kids battling illness across the country.

[Read More »](#)

## LATEST NEWS

**What's New** **PRING ON THE GOLD FOAM**  
Sweet Cold Foam or NEW Salted Caramel

New Salted Caramel Cold Foam Takes Cold

**Our Community**

Dunkin' Joy in Childhood Foundation

**What's New** **DUNKIN'**  
Iced Coffee-Flavored Jelly Beans

Frankford

Frankford Candy's Dunkin' Iced Coffee

# Social Proof Doesn't Stop with Press

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**Testimonials**



**Awards**



**Speaking**



ACTIVITY ▾



NUTRITION ▾



STRESS ▾



SLEEP

## Success Stories

FITBIT NEWS

MARCH 14, 2022

# How Janine Lee Used Her Fitbit to Help Fight Insomnia





**2020/21 NACE NATIONAL  
SPEAKER OF THE YEAR**



**2021 PRSA VIRGINIA  
CAPITAL AWARD OF  
EXCELLENCE FOR BEST  
SPEECH**

Pandemic Publicity Keynote Reaches  
Thousands in the Hospitality Industry



**2020 PRSA RICHMOND  
CAPITAL AWARD**

WeddingIndustrySpeakers.com  
Launches as first Industry Resource of  
its Kind

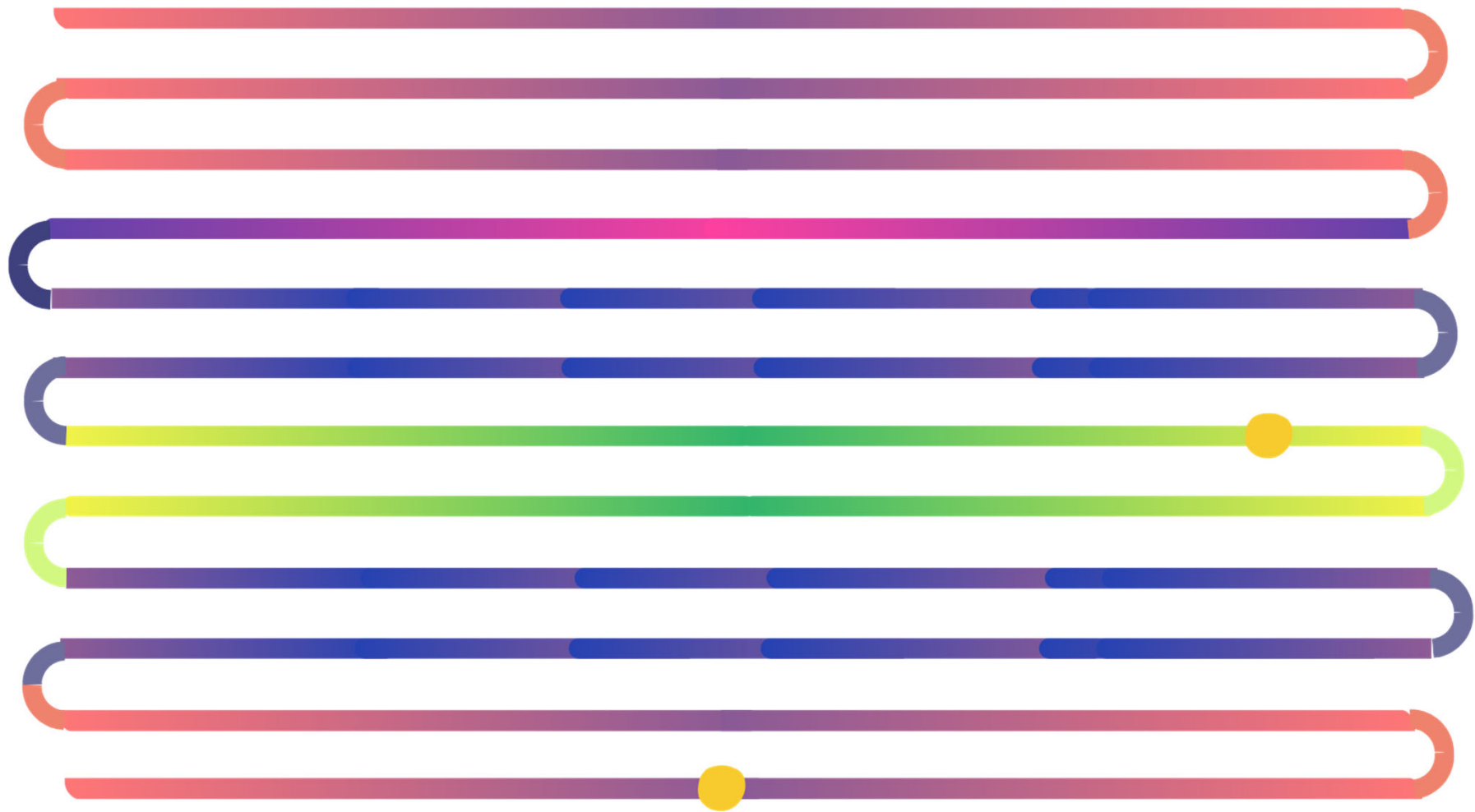


**2021 PRSA VIRGINIA  
CAPITAL AWARD OF  
MERIT**

Virtual Wedding Industry Speaking  
Kit







# Thank you

Meghan Ely, OFD Consulting  
[www.ofdconsulting.com](http://www.ofdconsulting.com)  
[@ofdconsulting](https://twitter.com/ofdconsulting)



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**Q&A**



**Continue the Conversation**



**#NACEEXP22**





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