

DOUBLE DOWN YOUR COMMUNICATIONS

Solving the conundrum of conversations with clarity, confidence and effectiveness.

DELANEY & SZABO Diverse Perspectives



DELANEYSZABO bring you bold new breakthroughs to your organization's communications

Mediocrity and average is no longer an option for organizations. With increased competition, cluttered messaging and a hurried society **the need for clarity, relevance and compelling action in our communication and messaging is paramount.**

Typically, solutions are focused on either tricks and gimmicks or shallow manipulation. But true transformation requires both applicable information and emotional revelation. **"Double or Nothing Delaney & Szabo" bring the total package to your organization with a one-of-a-kind tailored presentation** that is guaranteed to change the trajectory of your attendees' professional and personal lives.

Delaney & Szabo accelerate individuals' effectiveness to communicate with clarity, confidence and efficacy. They meld messaging strategy with effective execution, combine cultural styles to highlight neglected nuances and **furnish participants with implementable information along with relevant interactivity.**

Delaney & Szabo are not only professional speakers but bring years of experience and diverse perspectives. **Their style, personality and real-world "relatability" engage your audience in unique ways with high-value takeaways.**

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| The Sports Princess™ | The Marketing Chef™ |
| New York | London |
| Irish-American | Hungarian |
| Clients: NBC / Hershey / WSJ / Kraft / Sun & Ski | Clients: Hyatt / HSBC / R.K.O. / Dell / PlayStation |
| P.R. / Sports / Broadcast | Business: Hi-tech / Low-tech / No-tech |
| Tactical | Strategic |
| StrengthsFinder®: Includer, Competition, Positivity, Relator, Communication | StrengthsFinder®: Strategic, Activator, Ideation, WOO, Maximiser |
| "Illuminator" | "Force of Nature" |
| Nonplussed | Passionate |
| Humor: Edgy | Humour: Dry |
| Tennis | Triathlons |
| Malbec | Single Malts |
| Night Owl | Early Riser |
| Energizer Bunny® | Tigger® |

One perspective provides a singular flat perspective. Two diverse perspectives deliver depth and dimension to a mission critical topic for many organizations:

EFFECTIVE COMMUNICATIONS

Unleash DELANEYSZABO at your next event!

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| TAKEAWAYS | |
|--|---|
| “We have a Failure to Communicate!” | <i>Context is More Important than Content</i> |
| Know Your Audience: Whether it’s One or One Hundred | <i>Inclusivity & Relevance is the Key to Engagement</i> |
| Crafting your Core Story | <i>Make it Relevant, Persuasive and Compelling</i> |
| Asking Powerful Questions | <i>Hit Them with your Best Shot and Fire Away!</i> |

BIOS

Kate Delaney aka The Sports Princess™ is an award winning National broadcast personality who has interviewed over 12,000 people in twenty-



years in her radio and television career. Kate is one of only two women to ever host a solo Sports Radio Talk Show in a Top 10 market – WFAN, New York and KRLD in Dallas. She is also a speaker who keeps audiences entertained with her stories about the famous and “not so” famous in the world of sports, politics and entertainment. Kate picked up a Television Emmy for her special report on the AIDS epidemic in New Mexico and several Golden Mics for a series on immigration. Delaney recently published, “Level the Playing Field”, a book to help you drive the conversation and floor friends, co-workers and family with interesting facts, trivia and flat out mind blowing stories from the world of sports. Kate hosts a national radio talk show, “America Tonight” and also works for NBC Sports Radio.

What you might not know about Kate is that she also has her own PR/Marketing firm. As a sales and marketing expert she’s negotiated \$20 million dollars’ worth of business. In the late 90’s she was part of a team that negotiated million dollar contracts for the Ranger Rights for CBS radio. From 2004 to 2007 Kate was the National Sales Manager for Comedy and Audio Products for TM Century generating million plus contracts annually.

“ Kate is a wealth of knowledge, and she freely shared her expertise and insights on a huge range of topics. Our expectations were more than met with Kate - we highly recommend her!”

**Jennie Jodziewicz, Marketing Director
The Company Coach**

Andrew Szabo, aka The Marketing Chef™ is an inspirational keynote speaker, marketing author, strategic facilitator and marketing strategy consultant who helps organizations strategically stir up new business by becoming “**simply irresistible**®”. With over 30 years experience in the industry, and a client list including some of the best known names in households and boardrooms, Andrew Szabo is the marketer’s marketer.



He is the author of Foundations to Irresistible Marketing a 5 disc audio CD set + 150 page manual which the late Zig Ziglar called “*the whole shootin’ match.*” Arnold Sanow, author of Marketing Bootcamp said “*Andrew Szabo is one of the most talented, professional and successful marketing professionals I know.*” A diversified array of marketing activities has cultivated Andrew Szabo’s thinking and truths. He has been responsible for strategic planning, brand positioning, advertising and business development for divisions of major companies as diverse as Dell, HSBC, Hyatt Hotels, MeadWestvaco, RKO Motion Pictures. Sony Entertainment as well as a plethora of small businesses. During his tenure at Rapp Collins the world’s largest direct marketing agency, Andrew was responsible for presentations that each generated in excess of one million dollars in revenue for the firm.

“ Andrew, your presentation was a hit! From our survey, your presentation scored 4.82 on the Topic and 4.94 on you the Presenter – with a score of 5 being “Exceptional”. Also, 100% of the respondents found your presentation to be personally relevant to them. Since our audience consists of CEO’s, COO’s and key executives you should be very pleased with the overwhelmingly positive results.”

**Brad Stevens, Program Chair
CEO Netweavers, Dallas Chapter**