



# STREAMING SUMMIT

by Dan Rayburn



*The OTT Event Of The Year*

APRIL 15-16, 2024

**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*



## About

With 20+ years in media, entertainment, and sports technology, I leverage my expertise to drive innovation and deliver cutting-edge experiences. As an award-winning technical and creative leader, I bring deep industry knowledge and a strong track record of leading cross-functional teams to explore new and emerging technologies, such as 5G, XR, Web3.0 and AI, to enhance fan engagement

I am a regular keynote speaker at major events and also a Non-executive Director at Condense a UK-based start-up that develops innovative software for creating immersive augmented reality experiences.

AI & Tech Marketing

Talks about #accessibility, #currentaffairs

Contact info

1,294 followers · 500+ connections

### Featured

Link



~~ST  
A  
p  
A~~

Link



~~MR~~



Hi everyone - I am looking for a new role and would appreciate your support. Thank you in advance for any connections, advice, or opportunities you can offer. [#OpenToWork](#)

\* She speaks 12+ Languages. Former Intel Alum & Marketing Leader for OEM partnerships with Intel Inside Programs & Corporate Brand Marketing. Successful 27 years as CEO, Chief Marketing Officer, Head of Growth, Chief Revenue Officer, Chief Strategy Officer in Technology & Media. Top 250 Global Growth Hackers. Blockchain Ecosystem Builder. Strategic & Startup Tech Advisor, Speaker, Leader, Investor, Board Director.

\* Digital Transformation, Change Leadership, M&A, Consolidation, Turnaround Expert. Background & Degree in Econometrics. Excels in Strategy, Digital Marketing, Branding, Storytelling, Partnerships, Revenue & Sales Growth, User Growth, Content Marketing.



# How To Communicate, What To Practice

- You MUST be able to stand and speak, practice amongst others. Use [meetup.com](https://www.meetup.com) and [toastmasters.org](https://www.toastmasters.org) for events.
- When you want to tell a story, for instance, what makes you unique, start with the end in mind. What do you want the outcome of your story to be? If you start with the end in mind, the intro and middle will funnel to that target.
- Humans gravitate to structure. Why? Many don't have it due to a lack of confidence or experience, are lazy, or just don't want to do the work necessary to improve. They would rather someone else tell them how to do it, to lead them and to be told how to get there. Lead by example.
- Most people have a long backstory; jump right to the interesting parts. Make it personal but not emotional. "Passion" is not a good thing; clear thought without emotions is what you want to practice, and it is tough for all of us to do. Replace passion with "interest" and "devotion."
- Think about your words and speak definitely. Be decisive when you talk. Don't use words that end in "ly" (usually, probably, likely) as they have no concrete definition. Great storytelling is all about change, which is what you are explaining when going to a new job.
- When speaking, slow down. Pause for 3 seconds before the keywords you want to get across. Let silence amplify your message.



# Setting Your Mind Up For Success

- Don't rush to failure by self-sabotaging yourself. How does that happen? By comparing yourself to others, constantly living in the past, trying to control what you can't, isolating yourself and not asking for help, having unrealistic expectations, overthinking, and ruminating.
- The two hardest things to do in life are removing emotions from decisions so you think clearly and asking for help. But that vulnerability is what makes us human. You're not in the business of content; you're in the business of people. Business is no different; successful leaders don't invest in ideas but in people.
- In life, good people give you happiness. The worst people give you a lesson. And the best people give you memories. Learn to tell the differences, and for those who don't treat you well, don't react; cut them off silently.
- Everything we see is a perspective; everything we hear is an opinion. Don't confuse opinions with facts.
- Are you really happy or just comfortable? Perfect results count, not a perfect process.
- How an elite leader in any domain thinks. Building a skill takes time and effort, and I will invest the time and be tenaciously persistent. I understand that discomfort is part of the process. If I avoid discomfort, I prevent learning. I will make mistakes, and they will teach me. I want feedback and coaching. That's the mindset of someone who is getting better every day. The financial currency in the business world is information. It's leverage.
- Figure out where your train is heading. If you are unhappy with the destination, you must throw yourself off the train. This might be the difference between living and existing. Strict self-examination and strict self-governance are crucial. Take a break if you don't know what to do about something. Go for a walk, grab a bite, sleep on it, talk it through with a trusted person, or all of the above. Clarity will find you.



# Business Rules For Success

- It's the professor, not the class. The people you work with and for will make or break your happiness and long-term success more than any other factor.
- If you feel like you don't fit in, remember that what makes you different is a source of unique (and needed) value.
- Learn to be a good storyteller. Humans are wired for narrative; a story is much more memorable, compelling and shareable than a collection of data or facts.
- There is enormous value in simplifying. This also applies to communication. Strive to use less jargon, fewer words or metrics, and shorter lists.
- Your actions and how you consistently show up daily will define your experience more than what you studied, where you went to school, what company you work at, and what your job title is.
- If you want a bigger platform, start with the one you are standing on. Choose how you show up. Leaders think about what groups and teams need and contribute in additive ways. An act of leadership can be as simple as the energy and body language you bring into a meeting.
- Being able to disagree with someone or critique something openly, productively, constructively and keep the conversation positive is a valuable skill.
- Confidence comes from preparation, a sense of belonging, and trust. It must be built deliberately and reinforced frequently.



Dan Rayburn  
917-523-4562  
dan@danrayburn.com