



## **Amy Jo Martin, Founder and CEO of Digital Royalty** **PAST SPEAKING EVENTS**

### *Partial List*

#### **TEDx Rainier 2011**

*Seattle, WA, November 12, 2011*

Amy Jo explained how her innovation formula should be applied to personal life, as well as business. Throughout her talk she shared insight on how to make positive change to achieve innovation in our daily lives.

#### **2011 Chicago Ideas Week**

*Chicago, IL, October 11, 2011*

Amy discussed Sports & Social Media: Playing to Win vs. Not to Lose during Chicago Ideas Week (CIW). CIW is an event aimed to bring the world's top thinkers and innovators to create an ecosystem of innovation, exploration and intellectual recreation.

#### **Worldwide ERC Global Workforce Symposium**

*Denver, CO, October 13th, 2011*

Amy was a Keynote speaker at the ERC Global Workforce Symposium where she discussed innovation and leadership to 1,500 ERC members.

#### **Sponsorship Australasia**

*Gold Coast, Australia October 19th-21st, 2011*

Amy Jo Martin was a Keynote speaker at the 2011 Sponsorship Australasia event in Gold Coast, Australia where she discussed social media and sponsorship.

#### **ESPNW Summit**

*Tucson, AZ, September 26th, 2011*

Amy Jo was a panelist at the 2011 espnW Summit where she discussed "Technology and Community Building Among Women."

#### **Nike Salon 2020 Leadership Event**

*Memphis, TN, August 18th, 2011*

Amy Jo discussed "Humanizing Brands with Social Media" to 25 attendees who, together, formed the Nike leadership team.

#### **2011 Martial Arts SuperShow**

*Las Vegas, NV, July 23rd, 2011*

Amy Jo Martin was the Keynote speaker at the Rio All-Suite Hotel and Casino in Las Vegas where she spoke to more than 1,500 attendees who participated in the 2011 Martial Arts SuperShow. She discussed social media and it's ability to build martial art schools' brand.





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#### **Texas A&M University**

*College Station, TX, May 2nd-3rd, 2011*

Amy Jo Martin spoke to the Texas A&M Athletic department on how to leverage social media for career success. Additionally, Amy spoke to students and staff about how establishing a personal brand online can create career opportunities and how social media impacts all facets of businesses in every industry.

#### **Sports Business Journal- Facilities & Franchises and Ticketing Symposium**

*Hoboken, NJ, April 24th, 2011*

Amy Jo Martin was a social media panelist for the Sports Facilities & Franchises and Ticketing Symposium. She examined how social media is used to sell tickets and engage fans with leading social media consultants, team vice presidents, league officers, facility managers and directors of ticketing.

#### **Hospitality Sports Marketing Conference**

*Las Vegas, NV, March 7th-8th, 2011*

Amy was a social media panelist at the Hospitality Sports Marketing Conference. The session examined how social media is used to engage fans and sell tickets.

#### **The Giving Back Fund**

*Las Vegas, NV, February 27th-29th, 2011*

Amy spoke on Social Media & Charitable Giving in the Sports and Entertainment Industry.

#### **National Sports Forum**

*Louisville, KY, January 31, 2011*

Amy moderated "Social Media From A through Z." The session topics covered everything from critical considerations, to measurable success factors and the absolute best way to engage with consumers to generate revenue and cut costs.

#### **Harvard Business School**

*Boston, MA, October 26th, 2010*

UFC President Dana White and Amy Jo Martin presented on Sports & Social Media to the Harvard Business School.

#### **National Association of Collegiate Directors of Athletics Convention**

*Anaheim, CA, June 22nd, 2010*

Amy Jo Martin was one of a select group of speakers who participated in the National Association of Collegiate Directors of Athletics Convention. Other speakers included Former Secretary of State, Condoleezza Rice and TD Ameritrade Chairman, Joe Moglia.

#### **Design Leadership Summit**

*Venice, Italy, April 11th-15th, 2010*

Amy Jo Martin spoke during the 2010, fifth annual Design Leadership Summit hosted in Venice, Italy.



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**Best Practices Fundraising Summit**

*San Diego, CA, April 22nd, 2010*

Amy Jo Martin, joined Jeffrey Moorad, Vice Chairman and Chief Executive Officer of the San Diego Padres and Kim Novick, Development Director of the Tony Hawk Foundation as a speaker at the second annual Best Practices Fundraising Summit.

**National Sports Forum**

*Baltimore, MD, February 1st-3rd, 2010*

Amy was a speaker at the National Sports Forum where she discussed sports and social media.

**Arizona State University's Sports Business Association**

*Tempe, AZ, February 16th, 2010*

Amy spoke to the Arizona State University's Sports Business Association about social media and its impact in the sports world.

**Princeton Sports Symposium**

*Princeton, NJ, December 4th, 2009*

Amy Jo Martin spoke at the 2009 Princeton Sports Symposium where she addressed "building your brand with social media."

**The Sports Networker**

*New York, NY, October 6th, 2009*

Amy co-hosted the Sports Networker Summit with The Sports Networker in New York.

**Entertainment Publicists Professional Society, 'P.R. Twenty4Seven' Conference**

*Santa Monica, CA, October 23rd, 2009*

Amy participated in the EPPS conference where speakers discussed public relations and communications tactics.

**Arizona State University**

*Tempe, AZ, September 24th, 2009*

Amy spoke with ASU Professor Catherine Silverman's Online Media Class at the Walter Cronkite School of Journalism and Mass Communication.

**University of Arizona Alumni**

*Tempe, AZ, July 15th, 2009*

Amy Jo Martin spoke to University of Arizona Alumni members about social media and its importance in collegiate forums.



## **Amy Jo Martin, Founder and CEO of Digital Royalty CLIENT LIST**

Shaquille O'Neal, NBA Legend

Dwayne "The Rock" Johnson, Actor

UFC (Ultimate Fighting Championship)

Strikeforce

Dana White, President, UFC

FOX Sports

The X Factor

Nike

SELF Magazine

DoubleTree by Hilton

Tout.com

Tony Hsieh, CEO of Zappos.com and author of the The New York Times #1 Bestseller,  
Delivering Happiness

Station Casinos

Red Rock Casino, Las Vegas

Chevrolet

Jabbawockeez

Chicago White Sox, MLB

Los Angeles Kings, NHL

Discount Tire

Monte Carlo Resort & Casino, Las Vegas

Vegas Hard Rock Hotel & Casino, Las Vegas

New York Knicks, NBA

Starkey Hearing Foundation

Texas A&M University

Cleveland Cavaliers, NBA

Cleveland Indians, MLB

