

Dr. Tyrone A. Holmes, Ed.D

A Professional Speaker and Consultant
Building Powerful CONNECTIONS® in Diverse
Organizations



Using Video to Increase Your Customer Base

Simply stated, video can be a powerful tool for business development and an excellent means to increase your client base. It's particularly important in today's fast-paced society where potential clients are often more interested in video than any other form of communication. This highly interactive presentation will describe 10 benefits of using video for your business and identify 7 ways you can use video as a marketing tool. It will also offer suggestions for incorporating video into your social media marketing efforts and review some of the tools and resources you can use for video production including Canva, Workflowy, Doodly, Camtasia and Zoom.



Because of this presentation, you will be able to:

- Describe 10 benefits of using video as a promotional tool.
- Identify 7 ways you can use video as a marketing tool.
- Successfully incorporate video into your social media marketing efforts.
- Describe tools and resources you can use for video production.

Book Dr. Holmes for your next meeting or event

Contact info

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Testimonials

A very unique ability is to captivate an audience and make them process your spoken words long after you have left the room. This, I am sure, occurs on many occasions when Dr. Tyrone A. Holmes speaks. It certainly happened when he spoke at the Association for Multicultural Counseling and Development's Samuel H. Johnson Luncheon. He understood our mission and delivered a powerful and memorable keynote address that provided our guests with the "professional opportunity of a lifetime".

S. Kent Butler, Ph.D, PLPC, NCC, NCSC, Associate Professor, University of Missouri at St. Louis

Dr. Holmes, on behalf of the entire membership of the Michigan chapter of Meeting Professionals International, I want to thank you for speaking to our group today. Unconscious Bias needs to be more widely recognized and actively fought, not only in our industry, but in our own communities. Thank you for sharing your knowledge and giving us tools in the fight.

Maryellen Jansen, V.P. of Education, MPI Michigan

Thanks Tyrone! Building Powerful Business Relationships in a Culturally Diverse Society was a huge hit! Everyone really enjoyed the presentation and we all learned something new about L.U.C.A.S. and the S.O.L.E.R. Technique that we can use at work and home. I'm going to recommend you to Garland Preddy, Education Coordinator at the National SGMP Headquarters. This is a topic that we all need to work on and you provided some excellent communication tools for us to implement.

Michelle Fink, Vice President, Arizona Society of Government Meeting Professionals, Phoenix, AZ



Dr. Tyrone Holmes is a professional speaker, coach, consultant and author. As the owner of T.A.H. Performance Consultants, he has taught thousands of people from corporations, educational institutions and government agencies to build powerful relationships in culturally diverse settings. Dr. Holmes developed The L.U.C.A.S. Approach® as a tool we can use to reduce the noise in our lives, to effectively communicate our messages, and to connect with diverse audiences and groups. He is a former faculty member at both Eastern Michigan University and Wayne State University in Detroit, and the creator of the Building Powerful CONNECTIONS® system. Dr. Holmes published his most recent book, *Making Diversity a Competitive Advantage: 70 Tips to Improve Communication*, as a tool we can use to build powerful connections in diverse organizations. Dr. Holmes is the Past President of the Arizona Chapter of the National Speakers Association and he loves to facilitate fun, interactive sessions that provide useful tools and techniques for participants.

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