

VIKRAM SINGH



MY SPEAKING PHILOSOPHY

Because I am an entrepreneur at heart, I understand the importance of good advice. I am known for my straightforward approach and for giving solid strategy that is never diluted or sugar-coated.

Just as there is no such thing as a "one-size-fits-all" strategy, no two presentations I make are exactly the same. Each of my presentations is customized to the group who invited me and contains up-to-the-minute information. I also like to throw in a little comic relief.

I love to do two things when I speak: simplify concepts and provide strategy. There are so many simple ways to start implementing complex strategies. I want people to get interested, and then get started right away.

BIOGRAPHY

Vikram is a passionate online marketing strategist, entrepreneur, educator and advisor. During his career, he has created winning online business strategies and comprehensive internet marketing plans for clients in several industries, including hospitality and travel, retail, and real estate. He owns several online businesses, and loves to counsel startups, in addition to consulting and speaking for clients ranging from mid-sized companies to state and national associations, and international corporations.

Vikram is an exciting and well-respected speaker, delivering lectures, workshops, and seminars around the country and abroad, including an international workshop for the US Department of Commerce.

He is a regular lecturer for the California Hotel & Lodging Association, and the featured presenter for the 2010 American Express/American Hotel & Lodging Association Educational Series. He teaches internet marketing classes at Brigham Young University in Hawaii, where he also serves on the Marketing Department's Advisory Board. Vikram is also a guest lecturer at Purdue University in West Lafayette, Indiana.



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AREAS OF EXPERTISE

Vikram addresses a wide variety of topics and audiences. Here are some of his favorites:

HOSPITALITY AND TRAVEL

I have been passionate about travel and hospitality from an early stage. As a hotel school graduate with work experience in multinational hotel corporations, I feel uniquely qualified to bridge the gap between technology and this industry.

PRIVATE EQUITY GROUPS

Having worked with the top dogs of the private equity world, I have a clear understanding of the problems and opportunities they face. My presentations to private equity groups (usually held in undisclosed locations) have been very well received due to their targeted content, style and attention to the disparate needs of various properties in the portfolio.

STARTUPS

There is nothing more rewarding than presenting to a group of passionate entrepreneurs. From technology to news media, startups embody the energy and passion of their founders. I love to present to this highly motivated group and present them with practical advice on helping their businesses take off.

GLOBAL MARKETING STRATEGY

The world keeps getting flatter for all of us. Staying local is not an option anymore for a lot of corporations and businesses. I love to speak about developing strategies for the global marketplace: how to expand globally the right way and use multilingual search engines to benefit your brand.

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SAMPLE TOPICS

HOSPITALITY AND TRAVEL

Vikram Singh's unique blend of search marketing and hospitality experience allows him to offer seminar attendees real-world advice and ways to immediately start incorporating search marketing and internet distribution strategies into their daily operations.

- Managing Large-Scale PPC Campaigns for Travel & Hospitality
- Harnessing Local and Blended Search in Hospitality
- Developing Search Engine and Online Travel Site Synergy
- Revenue and Inventory Management
- Understanding Hotel Distribution & Leading Practices in SEM
- Using Analytics to Improve Your Hotel Website's Performance and Revenue
- Developing Your Hotel's Internet Marketing Strategy

ONLINE BUSINESS STRATEGY

Vikram encourages his audiences to focus on long-term success. He offers well-rounded strategies that may include recommendations on budgeting, ROI analysis, revenue and inventory management, data analysis, website design and development... and any other issues that affect overall success.

- Leading Practices in Online Marketing: Basic and Advanced Sessions
- Integrating Online and Offline Marketing Programs
- International Market Strategies
- Website Analysis and Recommendations
- Demystifying Google Analytics



SPEAKER KIT

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SPEAKING ENGAGEMENTS 2010

Using Analytics to Improve Your Hotel Website's Performance and Revenue

2010 American Express Educational Series for the American Hotel & Lodging Association

Developing Your Hotel's Internet Marketing Strategy

2010 American Express Educational Series for the American Hotel & Lodging Association

Search Engine Marketing Bootcamp

Brigham Young University – Hawaii

Using Analytics to Develop an Association Online Business Strategy

International Society of Hotel Association Executives - Summer Conference

Mobile Marketing Essentials

California Hotel & Lodging Association Educational Seminar Series

SPEAKING ENGAGEMENTS 2009

Demystifying Google Analytics

Northern California Hotel & Lodging Conference/California Hotel & Lodging Association – *guest speaker at numerous conferences for CH&LA throughout the year*

Demystifying Google Analytics

California Association of Bed & Breakfast Inns (CABBI): *InnSpire 2009*

Online Strategic Session for Startups – A How-To Guide

Purdue University Entrepreneurship Program



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CLIENT FEEDBACK

“Vikram’s charismatic, patient and powerful communication style helped both our technical and non-technical staff to quickly grasp the crucial concepts of a successful online marketing campaign. Vikram equipped us with the tools and the competitive edge necessary to successfully implement our online business strategy.”

Guido Teuber, Managing Director, Catan LLC

“Vikram is—simply put—awesome. He is very knowledgeable and passionate about all things related to e-marketing and making your website a profit center for your business.”

Ingrid Summerfield, CEO, Joie de Vivre Hospitality

ATTENDEE FEEDBACK

“Your class was literally filled with critical and useful information in every minute.”

“Thank you for your presentation. It was the best presentation on internet marketing I have heard because of the way you broke it down and made it easily understood and practical!”

“Vikram’s material was comprehensive, informative, easy to comprehend, and practical. I learned a number of action points I can implement immediately. A great investment of time.”

“Thank you so much for the great seminar yesterday. It was really helpful for me to better understand our online marketing options since our tech people are so savvy – it will help me in communicating better!”

“Your seminar was great! You provided so much insight and delivered it in such an easy to understand manner. Thank you.”



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FEEDBACK FROM OUR HOSTS

"Thanks so much for sharing your time and expertise with my Marketing Communications class. You were definitely one of the most interesting, knowledgeable and insightful guest speakers I have ever had. I look forward to working with you to develop a module of classes that will give students deeper knowledge in Search Engine Marketing."

Lenard Huff, Professor of Marketing, Brigham Young University – Hawaii

"CH&LA is fortunate to partner with Evision Worldwide. Vikram's educational approach and utilization of material that constantly evolves is exactly the service our association aims to provide for the benefit of the industry."

Lynn Mohrfeld, President, California Hotel & Lodging Association

"The U.S. Department of Commerce would like to thank you for your contribution to the 2008 SABIT Hotel Management Program. As a result of the seminar with Evision, the [Eurasian] delegation received practical information to improve the hospitality industry in their home countries."

Tracy M. Rollins, Director, SABIT Program, U.S. Department of Commerce

"Vikram's presentation style and personality related very well to our Entrepreneurship students. They found him to be very interesting and informative. He was able to provide them with real-life information based on his experiences, which isn't always available in the classroom."

Beth Carroll, Entrepreneur and Purdue University Entrepreneurship Instructor

CONTACT INFORMATION

Please call 888-957-0002 or email suzanna@evisionworldwide.com.

Evision Worldwide

Evision Worldwide specializes in online revenue optimization; services include hotel ecommerce and revenue management, online marketing services, and customized consulting engagements.

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