



**BRAND
TO
FAN**

**FAN
WAGN**

TEAGUEFC

Lauren Teague

FAN ADVOCATE

For 15+ years I've cultivated fans on and offline through intentional connections, experiences, and community building.

ENTREPRENEUR

I am driven to build new things and am powered by collaboration to make the world better by being better humans.

GET TO KNOW ME

Lauren Teague knows the secret to building a great business is to cultivate fandom rather than followers. One of sports' original social media reporters, Lauren spent seven seasons as the voice of @PGATOUR, while transforming how professional golf connects with fans online.

She is a sought-after business advisor, an acclaimed marketing speaker, and the founder of the re-commerce startup FanWagn. Lauren also hosts the Brand to Fan Show, a podcast that unpacks the phenomenon of fandom for business and marketing leaders.



HAPPY CLIENTS & EVENTS



Program Perks

When you book me (Lauren Teague), you receive service and attention of a (truly) professional speaker.

Here are the other benefits you can expect. My team and I will:



- Respond to inquiries within 1-2 business days with exactly what you need.
- Pre-event questionnaire to help me research the event in advance of our discovery call.
- Send program descriptions and relevant content in advance.
- Ask to interview 1-2 attendees or leaders ahead of the event to assist in customization.
- Have all promotional assets in one online folder for your team to access, including tech requirements, bio, intro, headshots, session description, promo videos, etc.
- Include your event in my social media programming on LinkedIn, Instagram, Facebook, YouTube, etc.
- Provide a 30-minute call with your social media and content leads to advise on real-time content from your event.
- Book my own travel and logistics, outside of the hotel arrangement you provide.
- Text my main POC when I land in the city of your event.
- Familiarize myself with the event space BEFORE sound check, if available.
- Be early to the call time backstage. (I'll probably be in audience beforehand!)
- Engage and interact with your attendees and fellow speakers. I'm there to serve you, not to "speak and run."
- Play a round of golf (or host a TopGolf bay) with your leaders or top clients.
- Suggest and refer additional topics from me or one of my speaking colleagues for your next event.

Spotlight Program



AFFINITY ACCELERATES ACTION

Want to turn your business into one your fans can't help but talk about? It's time to ditch the old B2B and B2C playbooks and activate the Brand to Fan approach to grow your business and your bottom line.

The journey from brand awareness to brand loyalty is a strategic one, filled with opportunities to create authentic, meaningful relationships with your audience. In this captivating session, Lauren Teague, the visionary behind the 'Brand to Fan' approach, and host of the Brand to Fan Show, delves into the art and science of igniting fandom.

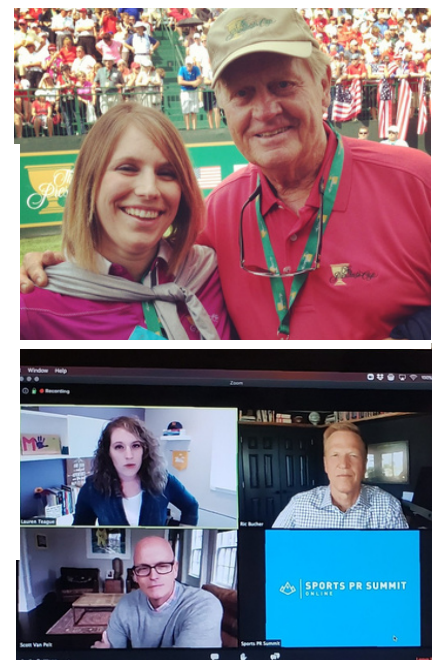
Customers and employees expect collaboration and community ownership from the brands they choose for work and play. A collaborative approach empowers word-of-mouth marketing and converts invitations into action, which result in sales and stories!

Drawing from a treasure trove of experiences and case studies, Lauren unveils how brands can build authentic relationships that not only drive action but also amplify brand loyalty, turning customers into ardent fans and powerful brand advocates. Discover a pathway to transform your brand's approach from transactional interactions to nurturing a vibrant community of fans, leading to a ripple effect of increased engagement, advocacy, and business growth.

This presentation is an excellent fit for Executives, Founders, Marketing & Salespeople seeking to grow business and foster brand loyalty with key audiences.

TAKEAWAYS

1. Uncover the core tenets of the 'Brand to Fan' approach, and how it serves as a blueprint for building authentic relationships and fostering fandom.
2. Learn actionable strategies to transition from transactional engagements to cultivating a community of fans who actively advocate for your brand.
3. Gain a deeper understanding of how nurturing fandom can significantly enhance brand loyalty, customer engagement, and drive sustainable business growth.
4. Explore real-world examples of brands who have successfully implemented the "Brand to Fan" approach and the tangible benefits realized.



Popular Programs



CULTIVATING LOYALTY IN A 'LIKE' DRIVEN WORLD: TRANSITIONING FROM METRICS TO MEANINGFUL ENGAGEMENT

When 'likes' and followers can be seen as markers of success, how can brands move beyond surface metrics to cultivate genuine loyalty and engagement? Lauren challenges traditional digital success narratives, introducing a fresh perspective that places engagement and loyalty at the heart of brand growth.

IDEA X INFINITY: MULTIPLY A SINGLE IDEA INTO EXPONENTIAL CONTENT OPPORTUNITIES WITH AI MAGIC

Stop creating random acts of content you think you need, rather than what your audience wants! Learn how to shift your focus from an output-first approach to an idea-first content strategy. Lauren introduces her Content Multiplication Magic™ framework and favorite tools that utilize generative AI to create impactful content.

FUTURE PROOF YOUR SOCIAL MEDIA APPROACH WITH FANDOM

The social media channels we grew up with are not the social networks of tomorrow. The landscape continually pivots how to create and share content, attract attention, and interact with followers. Sweeping changes by every platform require a refreshed strategy and nimble approach to make social media work for your business. Learn how to adapt to big shifts towards Creator and Creative and rethink your social media presence to stay relevant.

HOW TO CREATE CONTENT YOUR AUDIENCES CAN'T IGNORE

Relevance is the killer app in today's always-on marketing landscape, yet our content strategies don't always support efforts to accelerate customers through a decision journey. In this session, strategist Lauren Teague explains how to take your brand's marketing efforts to the next level through hyper relevancy and delivery that meets your audience's needs and catches their attention.

Have a topic in mind, but need the right speaker? I will work with you to build a custom program for your audience.

"Lauren was super relatable and easy to follow. Truly **actionable advice** and great affirmation for things that I'm already doing. Almost too much information, like, shhhh, don't tell all our social media secrets! 😊 Just kidding. **Worth every penny.**"

"**A breath of fresh air.** Her attitude and attentiveness to the audience compiled with her information was great and kept my interest."

"**The whole day could have been you speaking.** That hour flew by and I wanted to hear more."

Recent Testimonials



Projected Timeline of Events

Here's what you can expect once the contract is signed and a 50% deposit is received:

90 DAYS Move event date from soft hold to confirmed lock only for you.

Send pre-event questionnaire and schedule first discovery call with event leadership

Send program descriptions and relevant content in advance.

60 DAYS Provide initial promotional assets in one online folder to event team

Schedule the consulting call with your social media and content leads to advise on real-time content at your event.

Include event social media promotion in my editorial calendar

Final invoice provided to the client. Due prior to the event date.

45 DAYS Schedule candidates for pre-event interviews to glean insights

Book travel and provide details to the event team.

30 DAYS Schedule event logistics call

Send promotional videos and assets for event audience

Block calendar for additional event activities like receptions or outings.

Schedule follow up call to debrief from the event and share feedback.

EVENT DATE Deliver impactful programs that meet your event goals

Engage and interact with your attendees and fellow speakers throughout the event.

POST 30 DAYS Provide PDF worksheets for application of frameworks discussed

Provide a post-event sequence for your attendees so what they learned doesn't stay at the event.

Recommendations for topics and speakers at your next event.