

ROGER FISK

PRESIDENT OBAMA'S AIDE & OPERATIVE

LESSONS FROM THE FRONT LINE



Roger Fisk will share with audiences the full story of the Obama approach to political organizing, social media, and management principles from the very beginning to right now.

The lesson for marketers, managers, entrepreneurs, public relations firms and social movements are vast and readily applicable, plus Roger really enjoys sharing what he has learned and how it can apply to a wide variety of endeavors.

Roger Fisk, the former director of special events for Barack Obama's election campaign in 2008, played a key 'behind-the-scenes-role' in the election campaign, widely regarded as the best run US Presidential campaign ever. Following the campaign he served as the Cabinet Liaison for the Presidential Inauguration and then became a presidential appointee in the Obama administration.

Hired by the Obama team as the National Director of Special Events, Roger managed a nationwide grass-roots fundraising team that revolutionised modern political fundraising.

His Presidential appointment in the Commerce Department requires him to coordinate diplomatic and trade missions for the Cabinet and President.

He has served as Lead USG Coordinator on trade missions through India and China and co-ordinated the Cabinet's role in both the 2009 COP-15 Global Conference on Climate Change in Copenhagen and the 2010 World Expo in Shanghai. He served as President Obama's point person at the 2011 G8 Summit in Deauville, France.

These experiences provide Roger with a deep understanding of 21st century Presidential politics, how America's political system impacts the rest of the world and the rapidly shifting cultural landscape they play out on.

TOPICS: 60 – 90 MINS

MY FIVE YEAR OBAMA JOURNEY

An up-close and personal account of working for Barack Obama from Day One. Travel from the earliest days of the presidency with someone who has been there every step of the way.



SOCIAL MEDIA & GRASSROOTS ORGANIZING: WHY OBAMA WON & WILL WIN

A detailed organizational breakdown of how new media and new campaign tactics came together to make American history. Most importantly, get an inside look into how the campaign has updated its tools and organization for the tough re-election campaign.

LEADERSHIP & PRINCIPLES: HOW THE OBAMA CAMPAIGN WON

Why do some organizations succeed and others fail? Find out how innovative core principles of the Obama campaign gave it the strength and resilience to endure and win.



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