

# Jeffrey Korn

## Moderator and Presenter

Founder and CEO of the recently-launched smartphone app startup, Talkler – Email for your Ears, Jeffrey Korn has delivered keynotes to business leaders worldwide — from New York to Las Vegas to London to Shanghai and Abu Dhabi. He also teaches communications at Harvard Business School. As the creative lead for Jeffrey Korn Creative, he has led strategic initiatives for clients such as Gucci/Yves Saint Laurent, H&M, Time Life Pictures, Harvard University, and the American Cancer Society. Now Jeff heads up the team that creates Talkler: the only smartphone app for heads-up, hands-off, reads-aloud-to-you, voice-controlled email. Cult of Mac called Talkler "a true game-changer" when the app hit the Productivity TOP 100 in its first month in the App Store.

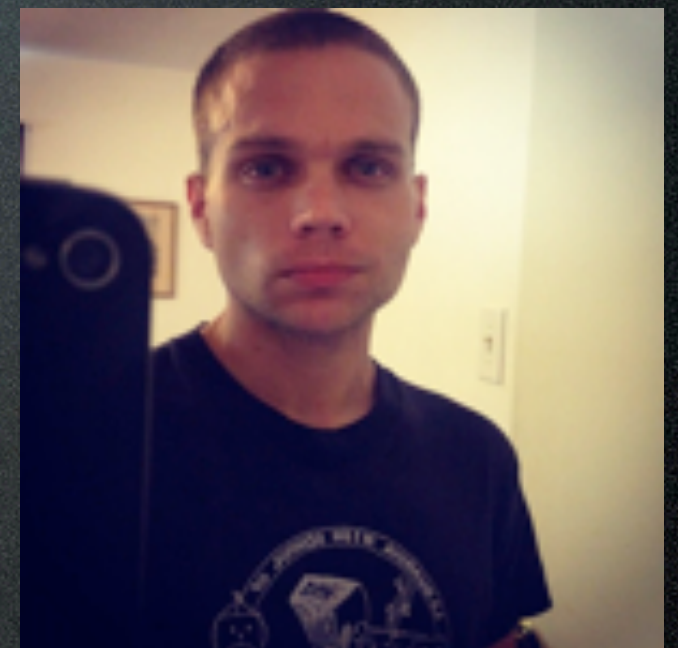




# Nathan Touns

## Presenter

Nathan is a Mac geek with a background in collaborative design. He honed his professional IT skills after college and now owns and operates rojoroboto, llc., a small IT consulting firm based in Austin, TX. He has experience with a broad range of organizational practices and trends with in the realm of mobile device and cloud integration into the workplace, specifically with iOS. Nathan is an Apple Consultants Network member, holds a slew of Apple certifications, and is a Linux nut. He has published twice in MacTech Magazine and has been actively involved with Texas Linux Fest, MacTech BootCamp, MacTech InDepth, and MacTech Conference.





# Engaging People with Technology



# Jeffrey Korn

## Founder + CEO

### @talkler



CONTENT  
created and consumed  
at an alarming rate”  
accelerometer  
qr codes speech recognition social im  
TECHNOLOGIES platforms im  
mobile multitouch content big location  
proximity management data aware  
sms sensors 4g systems ios  
the cloud news social sales  
government gaming INDUSTRIES  
banking education + VERTICALS  
nonprofit medicine +  
storage telecom entertainment

# engagement.

# Nathan Touns

@rojoboboto



# Q: define 'engagement'?



*Make a Date  
with "Rocket 8!"*



**THE BIG NUMBER WITH THE  
NEW LOW PRICE FOR 1950**

Hottest number on the highway—  
most talked about car in America—  
that's the famous Oldsmobile "88"!  
Now at an even lower price for 1950!  
Thrilling "Rocket" Engine action!  
Smart Futuristic styling! New  
Whirlaway Hydra-Matic\* smoothness!  
Now all yours at the lowest cost ever!  
Take a demonstration drive tomorrow.  
Just call your Oldsmobile dealer and . . .  
make a date with a "Rocket 8!"

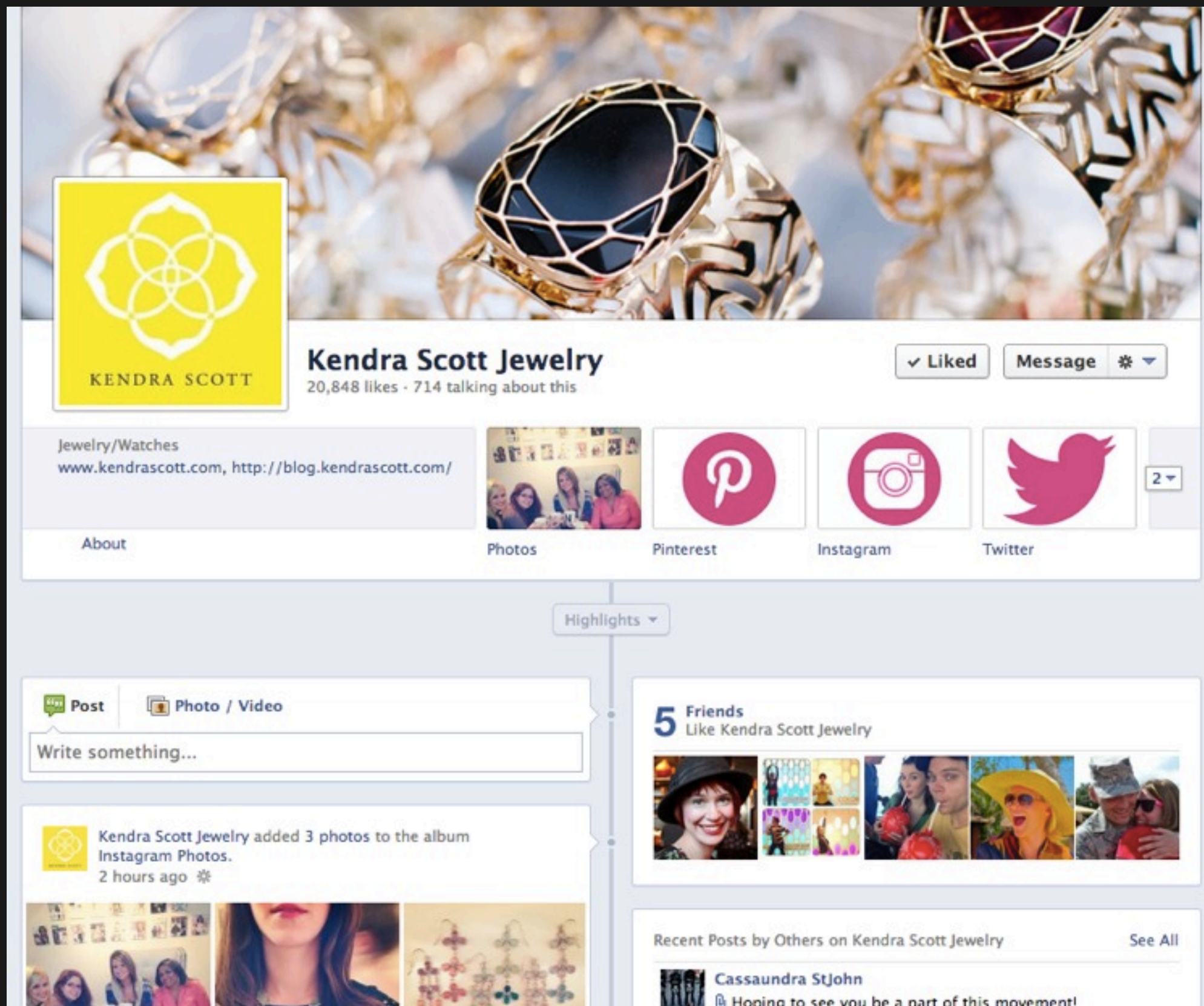


Compare it with any car on the road  
for performance—for driving ease—  
for value. You'll be dollars ahead when  
you rocket ahead in Oldsmobile's "88"  
—at 1950's new low price!

**OLDSMOBILE**

\*Whirlaway Hydra-Matic Drive, at reduced price, now optional on all Oldsmobile models.

A General Motors Value



The image shows a screenshot of the Facebook profile page for Kendra Scott Jewelry. The profile picture is a yellow square with a white geometric logo and the text "KENDRA SCOTT". The cover photo is a close-up of a gold ring with a large, dark, faceted stone. The page name is "Kendra Scott Jewelry" with 20,848 likes and 714 people talking about it. Navigation buttons include "Liked", "Message", and a settings icon. Below the name, there's a link to "Jewelry/Watches" and the website "www.kendrascott.com, http://blog.kendrascott.com/". Social media links for Photos, Pinterest, Instagram, and Twitter are displayed. A "Highlights" dropdown menu is visible. The main content area shows a post from 2 hours ago stating "Kendra Scott Jewelry added 3 photos to the album Instagram Photos." and a section for "5 Friends Like Kendra Scott Jewelry" with a grid of profile pictures. At the bottom, there's a section for "Recent Posts by Others on Kendra Scott Jewelry" featuring a post by Cassandra StJohn.

**Kendra Scott Jewelry**  
20,848 likes · 714 talking about this

✓ Liked Message ⚙️

Jewelry/Watches  
www.kendrascott.com, http://blog.kendrascott.com/

About Photos Pinterest Instagram Twitter 2

Highlights

Post Photo / Video

Write something...

Kendra Scott Jewelry added 3 photos to the album Instagram Photos.  
2 hours ago

5 Friends Like Kendra Scott Jewelry

Recent Posts by Others on Kendra Scott Jewelry See All

Cassandra StJohn  
Hoping to see you be a part of this movement!



# New Rules

Spectrum of Experiences  
Data-Driven  
Always On  
Mutually Beneficial  
End-User-Empowered





FEEDBACK

PRODUCTS

TOOLS



kendra\_scott

♥ 107 💬 4



kendra\_scott

♥ 197 💬 1

kendra\_scott

♥ 232 💬 0



kendra\_scott

♥ 351 💬 1

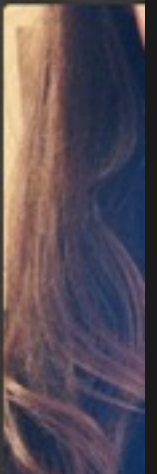
kendra\_scott

♥ 202 💬 2



kendra\_scott

♥ 121 💬 2







KENDRA SCOTT

+ Follow



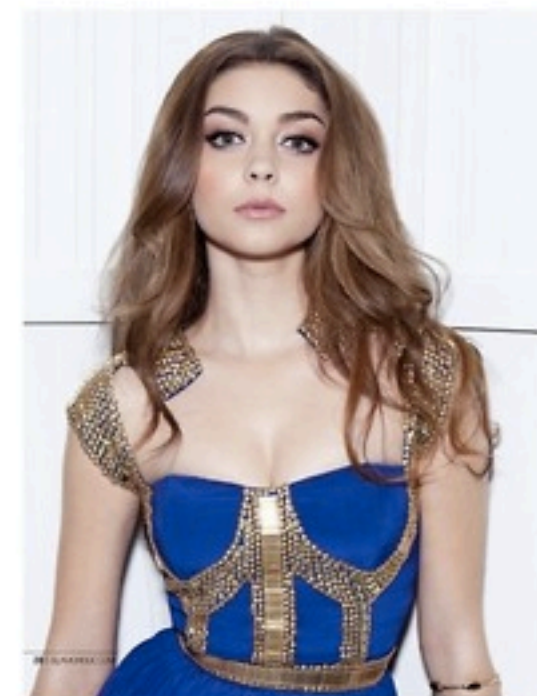
get the look - mila kunis. {ks}



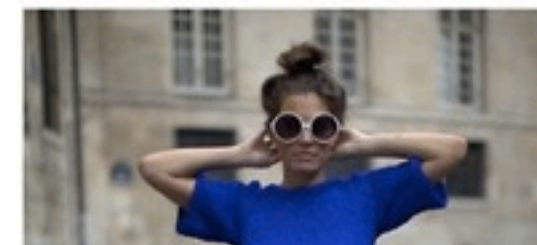
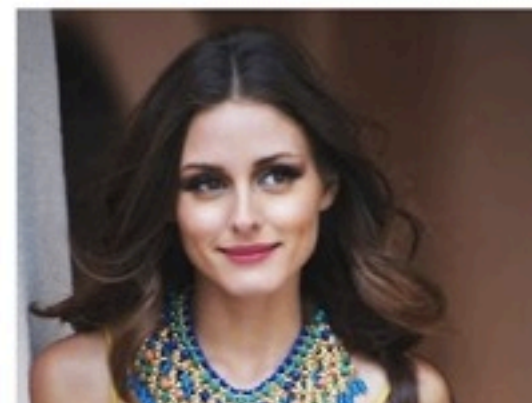
saffron strut.



Get The Look - saffron meets cobalt. {ks}



cobalt princess.







[Have an account? Sign In](#)

Tweets

Following

Followers

Favorites

Lists

Follow Kendra Scott

Full name

Email

Password

Sign up



Universale Trends · Change

#2DelebrasDele...



Kendra Scott

@kendra\_scott

I am an Austin, Texas based jewelry designer who loves fashion, family, and giving back to my community.

Austin, Texas · <http://www.kendrascott.com>

7,577

TWEETS

2,496

FOLLOWING

9,020

FOLLOWERS



Tweets



Kendra Scott @kendra\_scott

8m

A close-up of our Beth necklace, originally \$155, now just \$69! Check our website for more amazing deals & [instagram.com/p/UR2LiSwMWd/](http://instagram.com/p/UR2LiSwMWd/)

Expand



Kendra Scott @kendra\_scott

39m

Tonight - stop by any of our stores from 5-8 for champagne, cupcakes & a SALE for #GNO ! [bit.ly/TLvLul](http://bit.ly/TLvLul)

Expand



Kendra Scott @kendra\_scott

1h

Get Mila Kunis' look w/our sale picks from @FCUK @ASOS @AlexanderWangNY @boticca @SimplySoles & our jewels! [bit.ly/UGvZpr](http://bit.ly/UGvZpr)

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kendrascott

#TCA13  
Superman OG

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Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

saffron outfitted. **#KendraScott** **#SpringLaunch**  
[pinterest.com/pin/1530520873...](http://pinterest.com/pin/1530520873...)  
Expand

**Victoria Snee** @victoriasnee 7 Jan  
I am going to feature those tomorrow :) RT @NBCDFWEva:  
@NorthParkStyle @victoriasnee glad I bought some emerald  
**#kendrascott** earrings;)   
Expand

**Kendra Scott** @kendra\_scott 7 Jan  
Dazzle the pieces Santa brought you guilt-free with our New Year's  
Sale jewels! [bit.ly/UorTN5](http://bit.ly/UorTN5)  
Expand

**George Brescia** @georgebstyle 7 Jan  
RT @kendra\_scott: Winter is the perfect time to snuggle up on your  
couch and indulge in some good reads! [bit.ly/UqL3oi](http://bit.ly/UqL3oi)  
Expand

**Shelby Geen** @Shelebirty 6 Jan  
My favorite emails >>>>> **#kendrascott** [instagr.am/p/UKyEVIn7G2/](http://instagr.am/p/UKyEVIn7G2/)  
Expand

**TeacherStyle101** @TeacherStyle101 6 Jan  
On the menu for the first class day of 2013... @kendra\_scott drop  
earrings in slate! **#teacherstyle** **#kendrascott**  
[pic.twitter.com/CpW48t5w](http://pic.twitter.com/CpW48t5w)  
View photo

**What's up in Austin** @whatsupinAUS 5 Jan  
Dazzle Your New Pieces [bit.ly/Ur9Yp4](http://bit.ly/Ur9Yp4)  
Followed by Dan McKernan and 2 others  
Expand

**Sunny Jenson** @sunnysideup1151 4 Jan



# Take Away.

Think about a brand that  
you are crazy about.  
Why?



Click on Seth's head  
to read his blog!

**Seth Godin**  
best selling author

**Go**  
Make something happen.

HOME



BLOG



SUBSCRIBE FOR FREE



BOOKS



FREE STUFF



BIO



SPEAKING



BLURBS



CONTACT

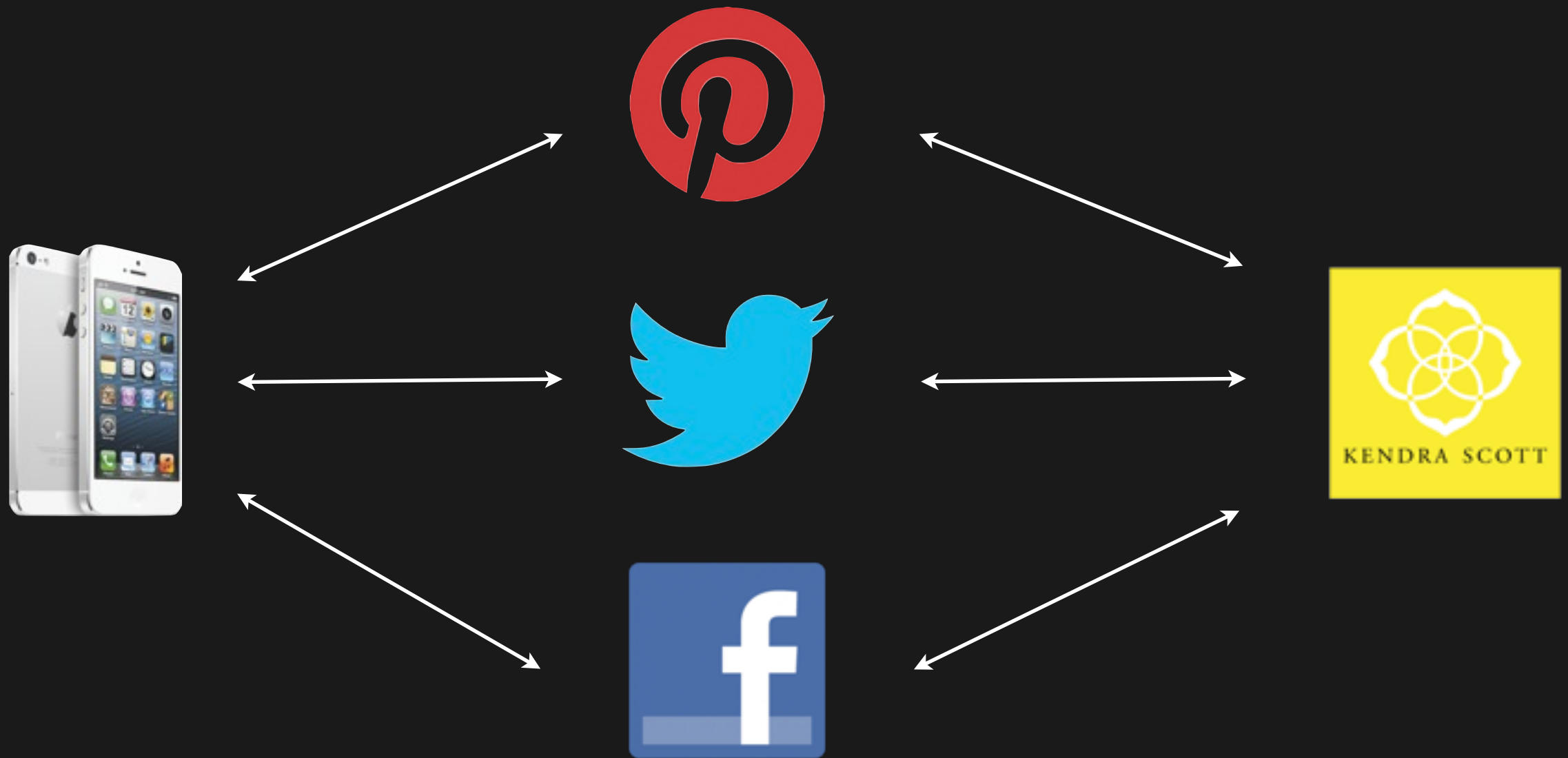


Q: examples?





# Platform





# 6 ways to use technology to engage people

make communication mobile friendly.  
make finding important info simple  
make signing up simple from mobile  
build your followers  
leverage location based services  
encourage feedback





KENDRA SCOTT



SEARCH

MY JEWELRY BAG

SHOP JEWELRY

COLOR BAR™

BRIDAL JEWELRY

GIFT IDEAS

STORES

KENDRA'S BLOG

PRESS

HOME

CELEBRITY FANS

REAL WEDDINGS

KENDRA SCOTT FAN CLUB

VIDEOS

## Giving Dresses the Boot

BY KENDRA'S STYLE TEAM | JANUARY 9, 2013



Kendra's Blog  
FAMILY + FASHION + PHILANTHROPY

Subscribe by Email:



YOUR EMAIL HERE

SIGN UP

### latest tweets

A close-up of our Beth necklace, originally \$155, now just \$69! Check our website for more amazing deals & <http://t.co/bQH8En9D>

Tonight - stop by any of our stores from 5-8 for champagne, cupcakes & a SALE for #GNO | <http://t.co/0PX0ssXi>

Get Mila Kunis' look w/our sale picks from @FCUK @ASOS @AlexanderWangNY @boticca @SimplySoles & our jewels! <http://t.co/zwGHrDHV>

We're giving dresses the boot this year! #trending <http://t.co/zwGHrDHV>

## Popular Styles from Our Community

## BROWSE

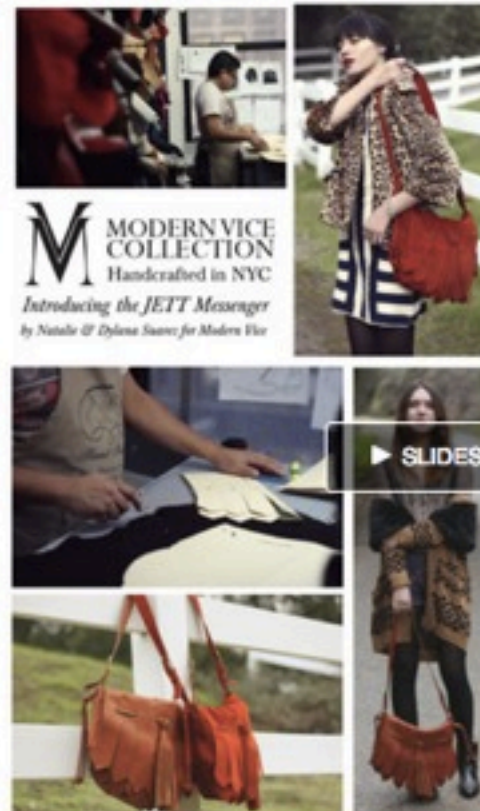
[What to Wear](#)  
[Styling Tips](#)  
[Celebrity](#)  
[Beauty](#)  
[Fashion Insider](#)  
[In Season](#)

## TRENDS

[Pastel Nail Polish](#)  
[Over the Knee Boots](#)  
[Statement Skirts](#)  
[Floral Sweaters](#)  
[Cheetah Shoes](#)  
[Anchor Shirts](#)  
[Ripped Skinny Jeans](#)  
[Kitten Heels](#)  
[Ruffle Blouses](#)  
[Khaki Pants](#)

## CONTESTS »

[Pick the Most Fashionable Golden Globe Nominee](#)



## Natalie Off Duty

*Adds Handbag Designer to Her Résumé*



*"The flap and tassels give off a rock 'n' roll/ boho vibe."*



♥ 139

## FASHION INSIDER »

## The Making of the JETT Messenger Bag



## Search

## Refinements

Brand: [Kendra Scott x](#)

[On sale](#)

[Just in](#)

## Price

[under \\$50](#)

[\\$50-100](#)

[\\$100-250](#)

[\\$250-500](#)

[\\$500-1,000](#)

[over \\$1,000](#)

## Category

### Fashion

[Clothing](#)

[Dresses](#)

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[Outerwear](#)

[Jeans](#)

[Pants](#)

[Shorts](#)

[Jumpsuits & Rompers](#)

## Kendra Scott

Related: [kendra scott necklace](#), [kendra scott ring](#), [kendra scott danielle](#), [kenneth jay lane](#), [necklace](#)



♥ 41

Kendra Scott Bonnie Earrings  
\$50 - [charmandchain.com](#)



♥ 5

Kendra Scott Skylar Arrow Earrings  
\$65 - [cusp.com](#)



♥ 25

Kendra Scott Susie Hoop Earrings  
\$75 - [zappos.com](#)



♥ 36

Kendra Scott Geneva Cuff  
\$150 - [charmandchain.com](#)



♥ 7

Kendra Scott Newlyn Pink Necklace  
\$99 \$63 - [simplysoles.com](#)



♥ 8

Kendra Scott Black Agate 'jessi' Necklace  
\$299 \$99 - [bluefly.com](#)



♥ 4

Kendra Scott 'marcella' Reversible Necklace  
\$175 - [nordstrom.com](#)



♥ 4

Kendra Scott Green Onyx 'tela' Ring  
\$79 \$32 - [bluefly.com](#)



GET THE CELEBRITY LOOK (*for less!*)

*take an extra 15% off*

SALE

USE CODE "CHEERS15" AT CHECKOUT

SHOP SALE NOW ►



THE HAILEY (*originally \$55*)

SALE \$25

*now! \$21*

WITH CODE "CHEERS15"

THE LORENA  
(*originally \$140*)

SALE \$90

*now! \$76*

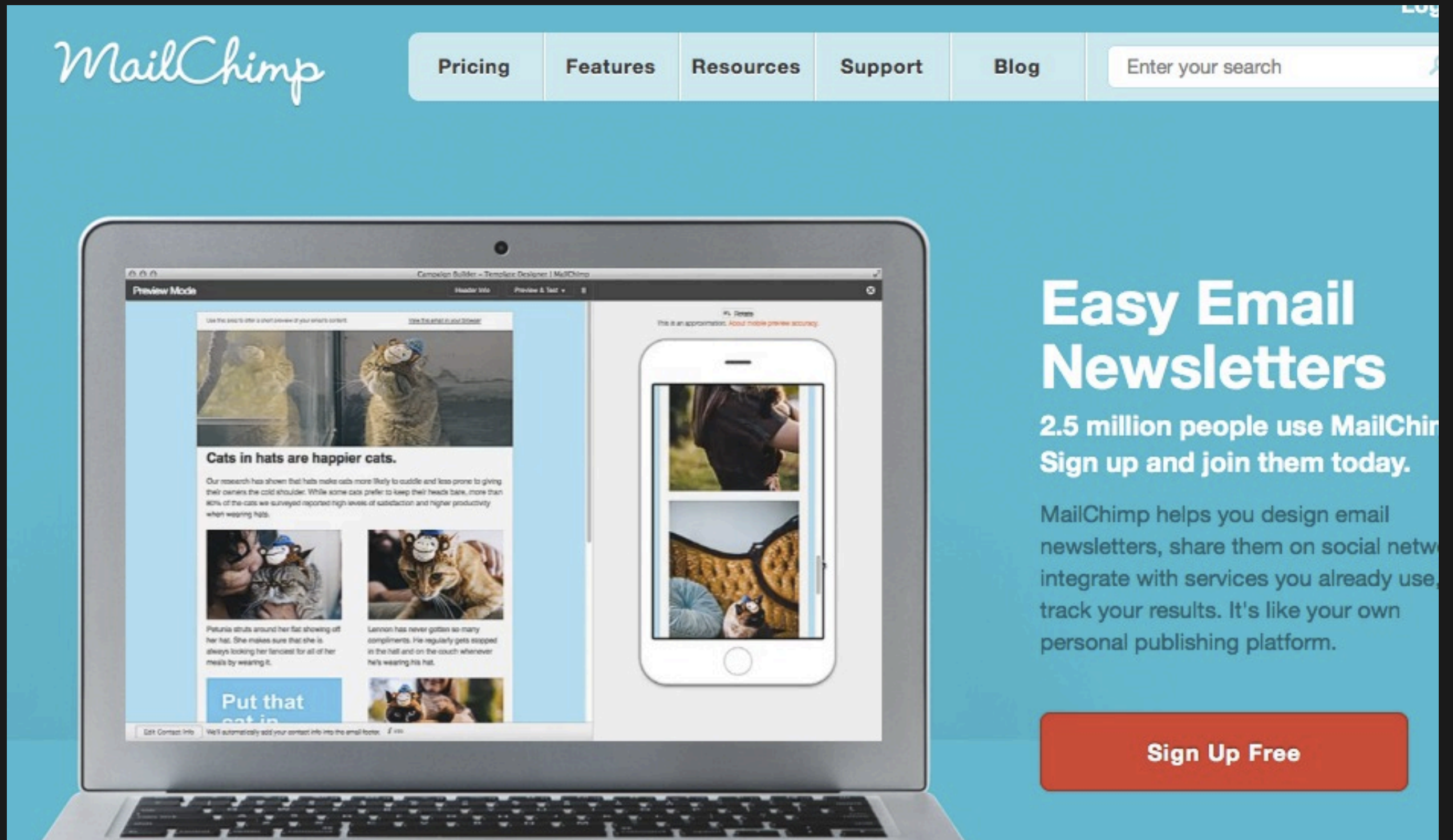
WITH CODE "CHEERS15"





# Take Away.

# Sign up for Mailchimp.



The image shows the Mailchimp website interface. At the top, the MailChimp logo is on the left, and navigation links for Pricing, Features, Resources, Support, and Blog are in the center. A search bar with the placeholder text "Enter your search" is on the right. Below the navigation bar, a laptop is shown displaying a preview of an email newsletter. The newsletter is titled "Cats in hats are happier cats." and features several images of cats wearing hats. To the right of the laptop, the text "Easy Email Newsletters" is displayed in large, bold letters. Below this, it says "2.5 million people use MailChimp" and "Sign up and join them today." Further down, a paragraph describes how MailChimp helps with email newsletters, social media integration, and tracking results. At the bottom right, there is a prominent red button that says "Sign Up Free".

MailChimp

Pricing Features Resources Support Blog

Enter your search

Easy Email Newsletters

2.5 million people use MailChimp

Sign up and join them today.

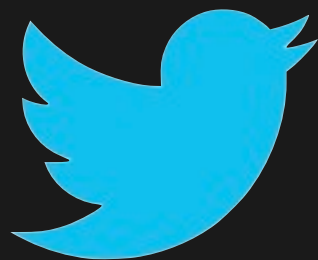
MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free



Q: consumption  
vs.  
creation?

# Social Platforms



# Personal Platforms





# Business Platforms



box



# Take Away.

# Download These Apps.



Dropbox



Spotify



Facebook  
Pages



Q: mobile devices  
+  
services  
+  
apps?

# Ecosystem

User ↔ App ↔ Files ↔ OS ↔ Computer ↔ Network ↔ Server

# Ecosystem

User ↔ App ↔ Device ↔ Cloud



# Ecosystem

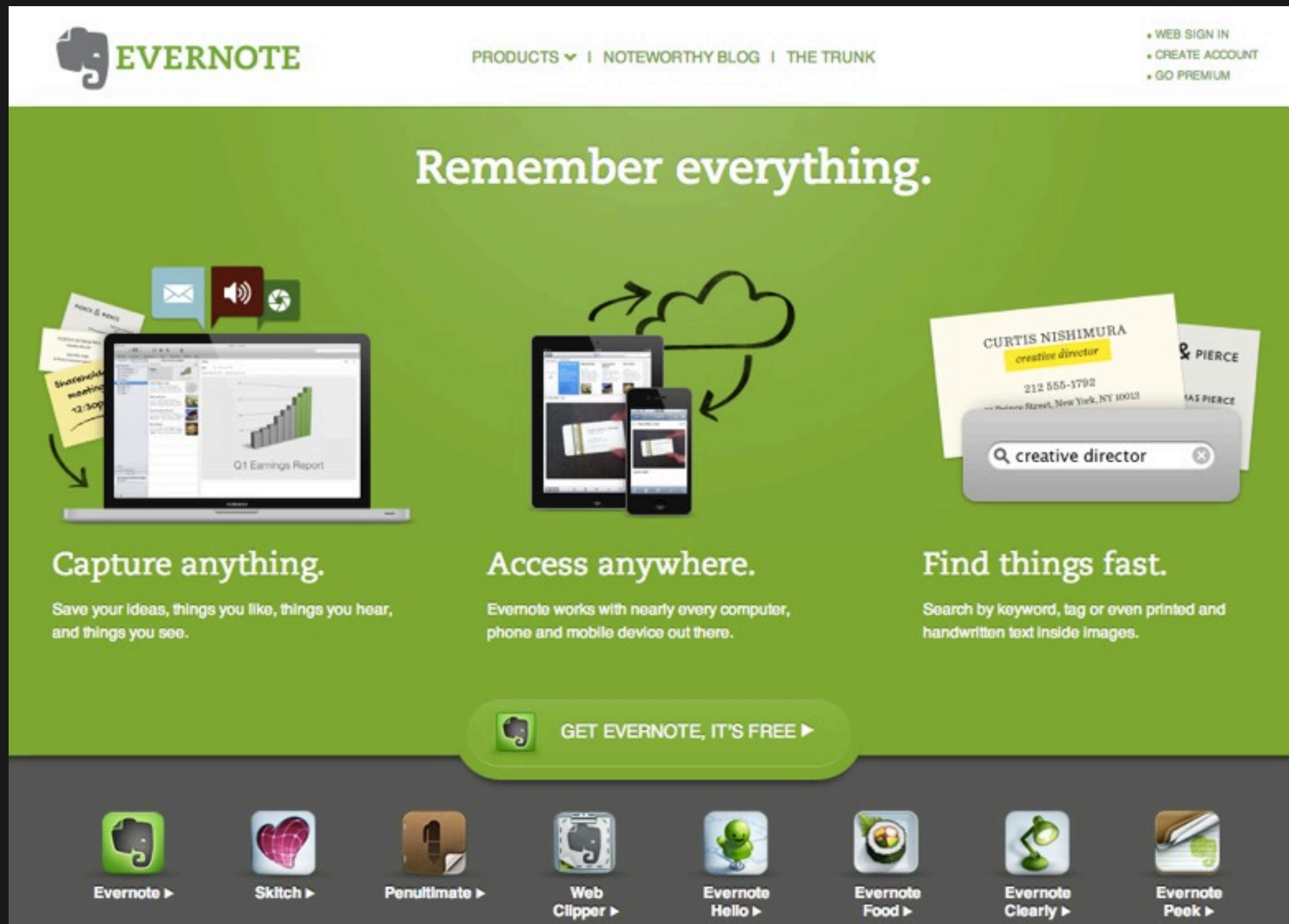
User ↔ Cloud



# Take Away.



# Evernote Ecosystem



The image shows the Evernote website's landing page. At the top, the Evernote logo is on the left, and navigation links for 'PRODUCTS', 'NOTEWORTHY BLOG', and 'THE TRUNK' are in the center. On the right, there are links for 'WEB SIGN IN', 'CREATE ACCOUNT', and 'GO PREMIUM'. The main section has a green background with the headline 'Remember everything.' Below this, three columns illustrate the product's features: 'Capture anything.' (showing a laptop with various inputs like email, voice, and photos), 'Access anywhere.' (showing a cloud icon and mobile devices), and 'Find things fast.' (showing a search bar with a business card). A large green button with the text 'GET EVERNOTE, IT'S FREE' is centered below these columns. At the bottom, a row of icons represents the Evernote ecosystem, including the main Evernote app, Skitch, Penultimate, Web Clipper, Evernote Hello, Evernote Food, Evernote Clearly, and Evernote Peek.

EVERNOTE

PRODUCTS ▾ | NOTEWORTHY BLOG | THE TRUNK

• WEB SIGN IN  
• CREATE ACCOUNT  
• GO PREMIUM

## Remember everything.

**Capture anything.**  
Save your ideas, things you like, things you hear, and things you see.

**Access anywhere.**  
Evernote works with nearly every computer, phone and mobile device out there.

**Find things fast.**  
Search by keyword, tag or even printed and handwritten text inside images.

GET EVERNOTE, IT'S FREE ►

Evernote ► Skitch ► Penultimate ► Web Clipper ► Evernote Hello ► Evernote Food ► Evernote Clearly ► Evernote Peek ►

# Q: the real takeaway?

# Summary





# Nathan Touns & Jeffrey Korn

download slides + notes:  
[talkler.com/engaging](http://talkler.com/engaging)

<http://www.inc.com/wendy-lea/new-rules-of-customer-engagement.html>  
<http://www.entrepreneur.com/article/220174>  
<http://rojoboto.com> - Nathan Touns' company  
<http://kendrascott.com> - featured "engaging" company  
<http://talkler.com> - a fantastic email productivity tool for those on the go  
<http://sethgodin.com> - a visionary marketing expert  
<http://mailchimp.com> - the best email marketing tool  
<http://tumblr.com> - A fantastic microblogging platform  
<http://polyvore.com> - site for building style guides