

▼ Unique Experiences



**The Internet is not just a technology revolution; it's a social revolution.**

## Ze Frank

□ *Creativity, technology, viral marketing and contagious media.* □

How technology and creativity intersect, especially in web design, marketing and new forms of media. Has unique experience *doing* new media design and marketing for important customers. A frequent speaker at such annual technology events as Pop!Tech and the TED Conference. Truly entertaining yet insightful.

Comedic Digital Savant.  
Creator, video commentaries for *Time*.



# Ahead of the Curve

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## Highlights

Ze Frank (pronounced “Zay”) is one of the **most influential online entertainers**, turning out one online hit after another for years. He brings audiences an experience they will never forget, a truly **entertaining** and yet **insightful** look at **how technology and creativity intersect**, especially in **web design, marketing** and **new forms of media**. Oh—and *smart fun*.

He has frequently appeared at such annual technology events as Pop!Tech and the TED Conference and his online projects have attracted international attention. He is currently creating a series of video commentaries for *Time* entitled *That Makes Me Think of...*

Ze has unique experience *doing* new media design and marketing for important customers, helping them understand how to create **contagious and viral media**, how to leverage **social media**, and how to think about **creative development** in general.

He has filmed a pilot for the Discovery Channel and written a feature film script for Universal Studios. He was Artist in Residence at MSN, helping them develop strategies for creating and maintaining **online community spaces**—his specialty.

He serves on the advisory board of Bazaarvoice.com and BuzzFeed.com and consults to a wide range of clients on a wide range of issues, from the future of television to online marketing to social media.

Ze has been an adjunct at New York University, Parsons The New School for Design, and SUNY-Purchase, and he has guest lectured at Pratt Institute and the Royal College of Art in London.

*Ze is **very funny** and energetic as a presenter. He’s full of valuable ideas and he inspires ideas through his own creativity.*

Very few speakers so effectively combine style with content, humor with ideas and insight.

He also is a very effective moderator and host, with special interest in **social media, digital marketing, viral media**, and online community.

## Some Online Projects

*Zefrank.com* ([www.zefrank.com](http://www.zefrank.com)) : a large collection of online projects dedicated to understanding how to connect with audiences and how media becomes contagious.

*The show with zefrank* ([www.zefrank.com/theshow](http://www.zefrank.com/theshow)) : set a standard for audience interaction.

*Colorwars* ([colorwar2008.com](http://colorwar2008.com)) : a large scale multi platform game organized in twitter, with photo, video and text based challenges; over 4 million people in 2008.

*Contagious Media Festival* ([showdown.contagiousmedia.org](http://showdown.contagiousmedia.org)) : a contest in which participants competed for hits for three weeks starting on May 19th, 2005, with the winners receiving cash prizes.

*Infectious Exhibition* ([sciencegallery.com/infectious](http://sciencegallery.com/infectious)) : Science Gallery in Dublin—three day work-shop on how information spreads and an ensuing competition to get the most hits possible.

## Topics

Contagious Media—speech, workshop  
Smart Fun—Lessons Learned from a Life Online

Smart Fun—Everything You Ever Wanted to Know About Everything

Thinking Social—The Big Questions Surrounding Social Media

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