Pete Durant

Award-winning Marketer, Creative Director, Brand Storyteller
Keynote Speaker, Moderator and Event MC

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"Hearing Pete speak has been transformative"

*"He made an **incredible impact** & **made me think differently**."*

*"**A fantastic speaker** … concise, engaging and exactly what we were looking for"*

*"Great at presenting to wider audiences about the intricacies of social media: everything from planning to creative… **an engaging public speaker** and a great strategist - **a pleasure to work with**."*

*"His understanding of the digital space & what this means to companies, agencies & those hoping to work in PR is outstanding… **an authoritative speaker, but also friendly & very approachable - a highlight.**"*

*"Engaging, interesting and knowledgeable. **It was fantastic working with Pete and we hope he will be involved in future events."***

Over the past 17 years, Pete has been at the forefront of the digital and social revolution, creating and telling brands' stories. Marketing director, brand leader and creative director, Pete's worked both sides of the divide at agency groups Omnicom, WPP and IPG Mediabrands and with top brands from Peaky Blinders, Big Brother and MasterChef at Endemol Shine UK, Waitrose, Renault Dacia, Comic Relief, Climate Vulnerable Forum at COP 26 & 27, Fossil Fuel Free Politics, Cheapflights, BAM, Specsavers and generation-defining entertainment platforms Habbo Hotel and BLAST esports entertainment.

An award-winning marketer and digital-social-content leader, he connects brands with audiences and drives fast, valuable growth. In the modern, multi-platform world with attention at a premium and audience at the core, he's passionate about brands creating emotional ties through brilliant basics and strong foundations, powered by his bespoke storytelling engine and driving fame as key to every business' growth.

From Mexico and the USA, to UK, Greece, Hungary, Cyprus and beyond, Pete brings a unique mix of energy, wit, forward-thinking techniques and inspiring examples to his keynotes. Whether it's how to avoid the greenwash & communicate sustainability, how to create a social brand, putting the human first in CX, how to tell stories in a social age, defining influence and introducing influencer programs or how to become an viewer-driven digital creative genius, audiences love his practical strategies that can make instant impact.

Pete is also a dedicated values and CSR consultant, helping businesses find purpose and how to deliver on their promises. He has particular passion for sustainability, animal advocacy, positive mental health and creating opportunities for all.

EXAMPLE KEYNOTES (bespoke on request)

How to avoid drowning in Greenwash

How to tell stories in a digital age

How to craft and physically tell a brand story online

Brands for today. Brands for tomorrow. Brands that'll last

Marketing strategy that puts social & people at the heart of what you do

What you should've done before booking that influencer campaign

What is 'Influence', how you should approach and plan for influencer campaigns & things to watch out for

Translating TV to Digital: A creative language for online

Get the most out of your video comms and become a creative director

Find your purpose: Building a 'for good' strategy

Finding your true USP in Customer Experience

Tee Web 3.0 revolution