



## Alan Berg, CSP speaker introduction

Let me tell you a bit about Alan Berg.

Alan's been in the wedding and event industry for years. He's the former Vice President of Sales at The Knot, published two wedding magazines, and is a long-time WeddingPro educator.

He's also the industry's first Certified Speaking Professional® and one of only 44 Global Speaking Fellows in the world.

He's spoken in 14 countries, including five in Spanish, which he taught himself!

Alan has written 11 books, including: *"Shut Up and Sell More!"*, *"Stop Selling and Help Them Buy"* and *"Why Are They Ghosting Me?"*

His latest book is: *"From Browsing to Booking: Website & SEO Strategies for Wedding & Event Pros,"* and all of his books are available here today!

Plus, he hosts the *Wedding Business Solutions* podcast, now with over 250,000 downloads.

And, fun fact: he's an Executive Bourbon Steward, so whether it's sales or spirits, Alan knows how to make things flow.

Now, get ready for a great presentation from Alan Berg!