

# **Randall Craig**

**President at 108 ideaspace**

Toronto, ON, CA

Social Media and Networking Expert; Best-selling author and consultant

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## **Biography**

Social Media and Networking Expert

Randall Craig has founded several successful start-ups, held a long-time position at a "big-four" consulting firm, and was a senior executive at an American public company. He is the author of numerous books, including Social Media for Business, Online PR and Social Media for Experts, Online PR and Social Media for Associations, the best-seller Personal Balance Sheet, and the upcoming Everything Guide to Starting an Online Business. Check out [www.randallcraig.com](http://www.randallcraig.com) for more details.

Randall lectures at the Schulich School of Business, hosts the weekly "Professionally Speaking TV" interview show, and blogs on the Huffington Post. He has been featured in all national media, and serves on the national board of the Canadian Association of Professional Speakers. An internet strategy pioneer, since 1994 he has helped 100 major organizations build business, community, and engagement online. Randall holds an HBA, CFA, MBA, CMC, and a Black Belt in Karate.

## **MOST REQUESTED TOPIC**

Social Media without wasting your time or losing your identity  
Strategy, Efficiency, and Risk for attendees and their organizations

It's all the rage to talk about LinkedIn, Facebook, and the 500 other social networks that exist. And if you are like most, you already have a profile on at least one. But how do you use these tools, without wasting your time? How can you avoid identity theft? And how can you effectively use Social Media to develop a network for both professional support and corporate growth? Based on the research in his books Social Media for Business, and the Online PR and Social Media series, Randall Craig provides practical advice and insight.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Social Media, Information Technology and Services, Education/Learning, Professional Training and Coaching, Training and Development, Management Consulting, IT Services/Consulting, Media - Online, Internet

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## **Areas of Expertise**

Social Media Strategy, Social Media Risk Mitigation, Networking

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## Sample Talks

### **Social Media without wasting your time or losing your identity**

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This presentation is focused on one of several specific audiences:

- 1) For Executives: Social Media Executive Briefing: Introduces Social Media concepts, focuses on implications, opportunities, and risks.
- 2) For Corporations: Seven social media strategies to grow your business - and avoid the risks. (Business development, Recruiting, Internal collaboration, Risks and policy, Governance)
- 3) For Associations and Not-for-profits: Harnessing the power of Social Media to improve member engagement, development and marketing. (Stakeholder engagement, fundraising, Online PR, Risks/policy, Governance, event marketing)
- 4) For Professional Service firms: Strategies and policies to implement a successful social media initiative - at the firm and individual levels. (Profile Building, Business development, Prospect due diligence, Recruiting, Risk)
- 5) For Entrepreneurs/experts/consultants/talent: How to translate personal profile to business growth online. (Profile Building, Business development, Prospect due diligence, Risk)
- 6) For Marketing Professionals (Campaign Dev't, Online PR, SM branding, SEO, Web integration)
- 7) For the Job Seeker: Advanced Strategies for a Social Media job search. (Reactive and Proactive Social Media; Avoiding disqualification, Advanced LinkedIn strategies, Avoiding Identify theft)
- 8) Social Media Futures and Trends: Examines where Social Media is heading, and how organizations can best prepare themselves.

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## Event Appearances

### **Title**

I have spoken at 100's of events; please see [www.RandallCraig.com](http://www.RandallCraig.com), or contact me for details

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## Education

**University of Western Ontario, Ivey School of Business**

HBA Business

**University of Toronto, Rotman School of Management**

MBA Business

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## Accomplishments

**Chartered Financial Analyst (CFA)**

**Certified Management Consultant (CMC)**

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