Keynote Speaker

Guy Kawasaki

Social Media Guru
The Art of Evangelism

Guy Kawasaki
Chief Evangelist
Canva
Guy@canva.com
Part 1: Background
Definition of evangelism

Getting people to believe as much as you do
History of evangelism

- Greek: bringing the good news
- Jesus
- Macintosh Division
- Secularized
Why evangelism

• Good
• Cheap
• Long lasting
• Fun
Why people join

• Contribute to society
• Feel good
• Prove themselves
• Enrich their lives
• Join a social group
Part 2: Principles
1. Touch gold
2. Localize your efforts
3. Tell stories
4. Use pictures
4a. Animate data
5. Enable test drives
6. Plant many seeds
7. Provide a safe first step
8. Ignore titles and pedigrees
9. Let 100 flowers blossom
10. Remove speed bumps
Bonus: Reciprocate