Cameron Lee Cowan

Author Thinker Futurist

Public Speaking + Consulting



Contents

Greetings	4
About	5
Topics	6
Cameron's Best Topics	8
Press	12
You Want Cameron	13
Contact	15

GREETINGS



Hello there!

Thanks for considering me for your event! I know that it will be a tremendous success and I hope to be a part of that. I always enjoy speaking to people about how I see the world and how that can help them in their business or organization. It is important to me to keep my content accessible and approachable for everyone. My talks can help any level of your business or organization!

I specialize in helping your group, organization, or conference understand the world around us. We are living through historical times and now, more than ever, we need to be aware of the world in ways we likely aren't used to being aware. This can be overwhelming, but that is where I come in to help. I can break down the confusion, break your attendees out of the news narrative, and bring some clarity so that your organization can make effective decisions and find a way to success in the shifting sands of this time.

I fuse the worlds of politics and creative writing in my presentations to help people navigate the world in a better and easier way. The news can be confusing and enraging. As we say at The Cameron Journal, "The world is complicated, this is not. Through my work I bring together life, culture, and the world around us. I try to balance the serious stuff with a little humor and make it a conversation by taking questions and addressing people's real concerns about the current environment.

I have a nice variety of talks for you to choose from. I hope to meet you and your organization very soon!

Cheers!

ABOUT CAMERON

I'm Cameron Lee Cowan; I'm originally from Denver via Northwest Arkansas. I started writing in 2005, writing essays and short stories. I have a vintage flair in much of my work. All the twists and turns on my journey through music, fashion, theater, and writing have provided the background for my writing. I've seen exciting people and interesting things, and I do my best to find ways to tell those everyday stories and try to leave my readers with something profound. Whether I'm writing about the world around us at The Cameron Journal or creating a novel, I try to make an observation and leave the reader to decide for themselves how they think or feel about it.

My first passion of politics and public policy has been a part of my life since I was in high school. My background is in political science and creative writing (shout out to the University of Northern Colorado, Norwich University, and Goddard College), and I've been involved in politics in some form most of my adult life.

I got my start in politics at the local level in Colorado with local organizations that lead to me working in the State Senate when I was 17 and then moving into media through magazines and terrestrial radio during college and the early stages of my career. In 2013, I revived my passion for fiction as a compliment to my work in media on the politics and public policy side of things.

My artistic journey has taken several interesting twists and turns. I was a gigged flautist, a stand-up comic and an actor in community theater and professional dinner theater. I've hosted events, planned events and created public experiences for people in the fashion industry and in other spaces. But writing has always been in my back pocket. That's why I ran my first magazine at 21 years old and was happy to be a part of two more along the way.

For many artists, the creative call a singular one. For me, I had to really choose to do this. There were other paths available to me. I could have had a Ph.D. before I was 30 in my academic field.

Instead, I decided to create. As a young person I created new media brands exploring nascent media types that were just being invented. I liked the underground and "up from the streets" nature of these early creative endeavors. One of my first memories of this was a childhood writing group. Remember that I could hardly articulate myself on paper at the time. From childhood, I knew that I wanted to write. At 12 years old, I could not form a coherent sentence in English. But I had much to say, and I wanted to write that down.

By 17, I wanted to write articles, take adventures and perhaps be an essayist. College robbed me of much writing time, and graduate school wasn't much help either. During this time, I put my attention towards making the written word pay by freelancing and doing copywriting work. It was hard, and some of it didn't pay well. However, the discipline of writing in that way is something that has served me well.
My favorite thing about writing is that through research, you can talk about almost anything. I like to explain things to people and try to make sense of the world. That is my hope for all my readers, is that you'll come away with something very much lacking in modern socio-political debate: context.

Each of the talks include actionable items for participants to take from the talk. Presentation slides and additional material are available.

The Power of Story (Marketing/sales track)

In this talk, Cameron talks about how to use the principles of storytelling to improve marketing and sales efforts to drive growth and profit. People do not buy products or services, they buy stories. The best way to beat the competition is to understand how telling a better story can lead to more happy customers. Cameron uses the basic principles of fiction to teach how to tell a story through audio, visual, and written means and how that can enhance the marketing process and ease the sales process for greater success and increased sales.

Today's Current Events (Futurism)

In this talk, Cameron pulls from the latest items in the news that directly affects the members of your organization or event attendees and puts it in the context of business and life. This topic covers international politics and then turns to domestic politics as a finisher. Springing from topics in my book, "What The Hell is Going on? Post Covid Edition" this talk is custom to the event and the time and place in which the talk is supposed to take place. This talk is similar to The Cameron Journal Podcast, and it's like booking your own private version of the podcast! Industry-specific requests are encouraged!

What the Hell is Going On? (Futurism)

Cameron speaks about his research regarding our world, from his 2019 (reissued and updated in 2023) book, What The Hell is Going On? A primer to our world in the age of Trump. The book covers topics like Education, Race relations, Domestic policy (US), and the structures of economics and capitalism. We are at an inflection point in our history and this book, and the talk that accompanies it, is a way to understand what is going on. If your event attendees are interested in how the world is changing and what the future might hold, then this is a great "jumping off" point.

America's Lost Generation (Millennials)

Cameron Lee Cowan presents stories and findings from his (releasing spring 2023) book, America's Lost Generation. In this talk, he reveals his findings and some of the people he has interviews who are struggling Millennials who have been left behind by society and the economy. Analyzing his generation through the lens of Japan in the early 1990s, Cameron presents a picture of America's Largest Generation that is very different from what most people see in the media. People have many misconceptions about Millennials and more than a few complaints. Cameron explains why the entire dialogue around his generation is not helpful and why we need to shift perspective.

Our Changing America (Futurism)

Cameron presents how to create positive outcomes in a changing country. The demographics of America are changing, and so in the culture. Diversity, Equity, and Inclusion are more important than ever before. In this keynote presentation, Cameron talks about what the future trends of America look like in terms of political attitudes and demographics and how that interacts with businesses and organizations. We are undergoing a massive shift right now. If your team or organization is struggling to navigate this new world, attract the next generation of employees/volunteers and are seeking some new ideas, then this keynote is ideal for you.

Narratives: where the news, media, and you meet (Futurism)

As a member of the media for nearly 20 years, Cameron brings an interesting perspective to his analysis of the media. The media these days seems more focused on narratives than on reportage. In this keynote, Cameron tells the story of how the news media got this way and how to navigate our complicated media environment without going completely insane. The best way to navigate modern media is to break out of the binary and take a more objective and longer view. If your organization is affected by today's headlines and your head is swimming trying to understand modern media, then this is a great keynote for your organization.

Storytelling: Tell a Better Story to Master Communication (Marketing/Sales Track)

Business is all about your story. People don't buy things, they buy stories. Stories can include useful information and facts, but most importantly, it is all about the story of your company. No matter your company size or industry, by telling a better story you can improve your marketing support, drive sales, and provide a great customer experience. This talk will help your marketing and sales team find new ways to tell a better story and drive growth and results.

Best Topics

- Culture
- Current Events
- Marketing
- Communications
- Writing
- Society
- Publishing
- Storytelling

Cameron can speak on these additional topics on a "pick-me" list basis. Cameron will create a custom talk address the needs of your team or company based on his expertise in these areas:

How To Increase Margins

Communications Strategy for customer bases and employees (increase employee retention)

Crisis Communications Strategy

Navigating Future Economic Trends

Navigating the Global Economic Village

Navigating Industry Trends

Navigating Geopolitical Trends

Carving out new opportunities for profitability

Mitigating Risk in Communications

Customer Loyalty Strategy

Inflation Mitigation (changing packaging/contents/adding commercials/ segmentation of service tiers)

Inflation Management (customer communications strategy around raising rates, etc)

1) The Jane Austen (Marketing & Team Building Package)

One Month Engagement

Creating an event for your team to speak to the team about the latest trends in the marketing and the world around them. Perfect for a retreat or small meeting. This also includes one month of consulting with the team working off of concepts developed during the meeting. We focus on specific business problems around products, positioning, sales, or marketing difficulties and creating some solutions that the team can implement.

2) The Hemingway

Three Month Engagement

Creating an event for your team/business unit or attending a regular meeting to speak to the team about the latest trends in the marketing and the world around them. This also includes three months of consulting with the team working off of concepts developed during the meeting. We focus on specific business problems around products, positioning, sales, or marketing difficulties and creating some solutions that the team can implement.

3) The Dostoevsky

Six Month Engagement

Keynote speaking at an event for your team/business unit/company to talk about the latest business trends with customization for your specific company or industry. This comes with a minimum 6 month engagement with at least 1-2 months before the event to meet with different parts of the company, learn the business/industry, do research, and then speak at your major event and then follow that up with 3-4 months of consulting with different aspects of the business to create some positive solutions. We focus on specific business problems around products, positioning, sales, or marketing difficulties and creating some solutions that the team can implement.

1) The Short Story

5-10 hour Engagement

Let's have a conversation about your problem and what problems you're looking to solve. Then I will do some research and provide you with some thoughts and ideas that you can implement in your business or team.

2) The Novella

One Month Engagement

Includes meeting with your team, learning about your specific business problems around products, positioning, sales, or marketing difficulties and creating some solutions that the team can implement.

3) The Novel

Three Month Engagement

Includes meeting with your team, learning about your specific business problems around products, positioning, sales, or marketing difficulties and creating some solutions that the team can implement.

4) The Encyclopaedia

Six Month Engagement

Includes meeting with your team, learning about your specific business problems around products, positioning, sales, or marketing difficulties and creating some solutions that the team can implement.

Cameron in the Media

Cameron's writing has appeared in many publications like:

Enough Wicker
Trading Herald
Flux Magazine UK
The Good Men Project
Planksip
His fiction has appeared in 34th Parallel Magazine.

Previous speaking engagements

He has served as a panelist for the City of Denver Arts commission, as well as private organizations like Denver Design Incubator. He has spoken for groups both large and small at organizations like the Denver Merchandise Mart. Not only that, but he has also served as a resource expert in workshops with the Rental Housing Association of Washington and offered his writing and publishing workshops at Goddard College residency.

He has been profiled in:

In The Name of God Podcast
Authority Magazine
Ticker News Australia
The Chris Voss Show
Trip of Change Podcast
Down the Den Podcast
Metaviews Podcast
Witnesses Podcast
Outrage Overload

…. And let's not forget his signature publication: The Cameron Journal, which is the main home of his work, featuring his writing and the curated contributions of others. He appears each week on The Cameron Journal Podcast, interviewing authors and walking his audience through the news on The Cameron Journal Newshour.

Top 5 Reasons You Want Cameron (at your next event!)

1) Intelligence
One of the best parts of working with Cameron is that everyone will have a deeper understanding of the topic at hand by the time the talk is done. His style is not just informational but entertaining and approachable. If you're looking for an intelligent voice, Cameron cannot be beat!

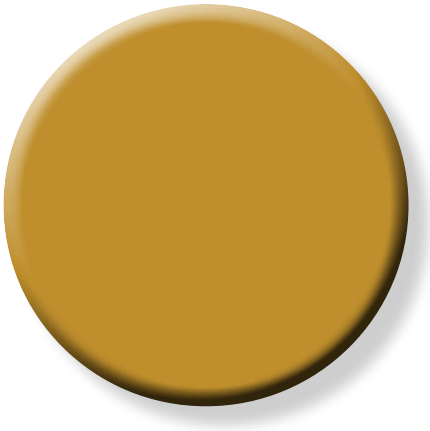
2) Culture
Cameron brings together the worlds of business, politics, and marketing in one person. This allows him to speak to culture and how it impacts businesses and organizations, and how they can use shifting sands of today's market to achieve their goals. With a background in music and theater, he can bring sophistication and culture to your event!

3) Perspective
Cameron specializes in representing multiple points of view and trying to tell a complete story. He also brings a unique lived-experience to these talks that people find accessible. Everyone can find something to take away with them and help them live and work better than before.

4) Connection
Cameron is all about building connections! He's available to appear on podcasts or other platforms (live video, short-form video) before your event. Through his platform, The Cameron Journal, he can help build hype for your unique event experience. Cameron will also meet with attendees after his talk to answer questions, take comments, and make people feel like they've met a new friend!

5) Actionable
Everything Cameron talks about leaves the audience ready to leave their seats and get to work. Presentations are available afterward for attendees (no charge!) and Cameron makes sure that everyone leaves with a fresh idea, perspective, and inspiration to achieve their goals.

WHAT PEOPLE ARE SAYING



"I really enjoyed the presentation on social media, he really knows his stuff!"
(Denver Business owner at the Denver Merhcandise Mart)

"Cameron was a great panelist!" (Denver Arts Commission)

"Cameron really helped us host our event in a massive indoor/ outdoor space and pulled things together for us!"
(Andrea Li, couture jewelry designer)

"Cameron is a great host and is so very entertaining!"
(Bradi MacSleyne, Denver Fashion Designer)

"Cameron taught a marketing class for black business owners, and it was very successful. I was impressed at how people kept showing up to each session and really learning a lot for their businesses."
(Madera Rogers, Black Pearl Marketplace)

CONTACT



Cameron Lee Cowan M.A. MFA

4142 Ogletown-Stanton Rd.
Newark, DE 19713
cameron@cameronjournal.com
cameronjournal.com

