

BRAND LANGUAGE

I've been called all kinds of random titles on my path to creating Poetic Voice ("slam poet guy" "hip-hop wordsmith" etc.) So it's important to me that you help me pass on the correct brand language I've worked so hard to craft. Until Poetic Voice is the household name I dream of, please be sure to use the intro, credit and program language below. It's not about bragging, but rather letting our audiences delight in how poetry is being embraced across so many diverse communities – of which I'm very proud!

- Sekou

OFFICIAL TITLE

(FOR SLIDES, WEBSITES, PRINT MATERIALS, ETC)

Sekou Andrews
Poetic Voice
CEO/Founder, SekouWorld Inc.

INTRODUCTION

SEKOU INTRO – “CRAFTED FOR YOU” (approx. 125 words)

A week in the life of poetic voice, Sekou Andrews, could find him presenting an original talk for international executives, giving the keynote at a leadership conference, or performing pieces for Barack Obama in Oprah's backyard. This schoolteacher turned actor, musician, national poetry slam champion, and entrepreneur, is now the world's leading poetic voice – a new type of speaker who fuses inspirational speaking with spoken word poetry to give voice to the messages of Fortune 500 companies, global non-profits and leading conferences such as Google, Nike, Paypal, Johnson & Johnson, Global Green, Mayo Clinic, Genentech, TEDMED and Million Dollar Roundtable. Having innovated a new, successful speaking category, Sekou also trains speakers to unlock their own Stage Might using rockstar performance techniques. Sekou does more than inspire us with *his* story; he inspires us with *our* story.

SEKOU INTRO – “FOR YOU TO CRAFT” (Bullet Points)

*** Select as much as you want from the following bullet points to create an intro that feels natural for you. The highlighted lines are most important to us, so we'd love it if you include a words from those sections if nothing else.**

- Sekou's official title is **“Poetic Voice”** so please use that when introducing him. ie. *“Sekou Andrews is the world's leading Poetic Voice”*

- As a Poetic Voice, Sekou does more than inspire us with his story; He inspires us with OUR story.
- “Poetic Voice” is a cutting-edge category of speaking that combines strategic storytelling, inspirational speaking, spoken word poetry, theater and comedy to give voice to the messages of businesses and help them tell their most powerful stories.
- Sekou is in high demand from Fortune 500 companies, leading conferences, global nonprofits, and prominent individuals, such as Google, Nike, Paypal, Johnson & Johnson, Global Green, the NBA, Mayo Clinic, Genentech, TEDMED and Million Dollar Roundtable to name a few.
- Sekou has presented privately for Barack Obama, Oprah Winfrey, Maya Angelou, Larry King, Bono, Norman Lear, P-Diddy, Hillary Clinton, Quincy Jones, Al Gore and Coretta Scott King & family
- Sekou has shared the stage with such heavyweights as Stevie Wonder, Jay-Z, Carlos Santana, John Legend, Robin Williams, Maroon 5, Jill Scott, and the Black Eyed Peas.
- Sekou has featured on such numerous national media outlets including ABC World News, MSNBC, HBO, BET, Showtime and MTV.
- Sekou has won the National Poetry Slam championship twice, has featured in two national tours - including Norman Lear’s Declare Yourself, which registered over 1 million young voters - and has two award-winning CDs, including his most recent, “**Poetic License.**”
- Visit www.SekouAndrews.com to learn more about Sekou’s work

SHORT BIO

(approx. 250 words)

Sekou Andrews **Poetic Voice**

A week in the life of poetic voice, Sekou Andrews, could find him presenting an original talk for international executives, giving the keynote at a leadership conference, or performing pieces for Barack Obama in Oprah’s backyard. This schoolteacher turned national poetry slam champion has become the world’s leading Poetic Voice - a new type of speaker and artist who fuses inspirational speaking with spoken word poetry,

strategic storytelling, theater and comedy to give voice to the messages of organizations and help them tell their most powerful stories. His personalized poetic presentations are in high demand from fortune 500 companies, leading conferences, and global nonprofits, such as Google, Nike, Paypal, Johnson & Johnson, Global Green, Mayo Clinic, Genentech, TEDMED and Million Dollar Roundtable. He has been featured on national media outlets, including ABC, MSNBC, HBO, Showtime, MTV and BET; presented for luminaries such as Oprah Winfrey, Barack Obama, Larry King, Quincy Jones, Hillary Clinton, Bono, Maya Angelou, and Norman Lear; and shared the stage with music heavyweights Stevie Wonder, Carlos Santana, Jay-Z, Maroon 5 and the Pasadena Pops Orchestra to name but a few. His own latest album, "Poetic License," helped him become the most awarded artist in the nation's largest independent music organization. Having innovated a new, successful speaking category, Sekou also trains speakers to unlock their own Stage Might using rockstar performance techniques. As a poetic voice, Sekou shows us the best version of ourselves to help us live into it. **He does more than inspire us with *his* story; he inspires us with *our* story.**