



KEYNOTE & WORKSHOP

The Science of Powerful Introductions

How to be remembered in an AI world

CAL AMIR

INTRODUCTION LAB

Communication and Connection Expert

How you introduce yourself when you first meet someone is one of the biggest leverage points of your career, yet most people never invest time in perfecting their intro. People decide almost immediately whether you are worth their time, and the vast majority of introductions fail this test. One introduction to the right person can drastically change the trajectory of your life.

ATTENDEES WILL LEARN TO

Turn first meetings into clients, referrals, and opportunities with a powerful introduction

Command attention and build rapport with the people you meet for the first time

Communicate your strengths and values without sounding like you're bragging or pitching

Represent yourself and your company with confidence and presence in every first meeting

Finally, have a great answer for the dreaded question: "What do you do?"

FORMATS

30 MIN

Short Talk + Q&A

A 20 minute talk on the core method, then questions from the room.

60 MIN

Signature Keynote

The complete method, from why introductions fail to what a strong one is built from, with live demonstrations throughout.

CUSTOM

Built to Fit

Adaptable to your format and setting, from a fireside chat or dinner to a retreat session.

WHAT ORGANIZERS SAY

"The highest rated and most engaging session by far. Our members still quote his framework."

Olga Sherstyuk

Founder, Loko Community

"Cal is a walking TED Talk."

Christian "Lost LeBlanc" LeBlanc

YouTuber, 4M+ followers

"So many 'ah ha' moments. You could see people in the room implementing what he was teaching in real time."

Kate Smith

Founder, The Remote Career Accelerator

ABOUT CAL

Cal Amir is a communication and connection expert delivering keynotes and workshops training professionals on how to master the art and science of a powerful introduction. He created a science based framework that gets you noticed and creates connection. Cal spent his early career on Wall Street structuring billion dollar

leveraged buyouts, then two decades advising executives and founders. He has taught his framework at UCLA's Department of Communication and is co-authoring academic research with a PhD researcher in communication, human connection, introductions, social neuroscience, and first impressions.