



David Berman FDGC. R.G.D.

Expert on Sustainable Design for All

David Berman's 30 years of experience have helped hundreds of organizations get great things done and repeat successes. The combination of his inspiration and techniques motivate people to create accessible and sustainable strategy, branding, and design solutions that leave no one behind.

DAVID'S MOST REQUESTED KEYNOTE

Making The Planet Your Client: Design & Responsibility

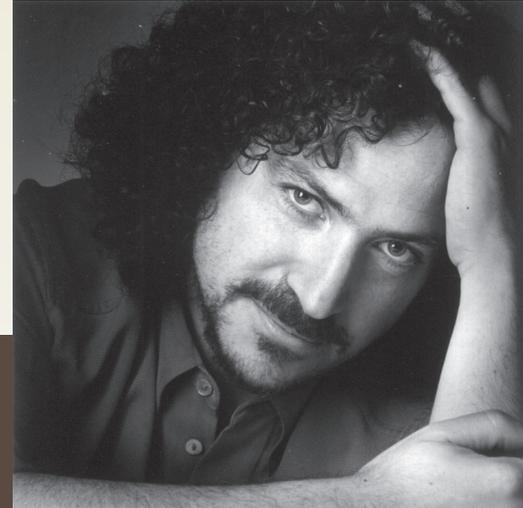
David Berman has been described as the "David Suzuki of design." He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just world.

His career as expert speaker, facilitator, communications strategist, judge, graphic, and environmental designer has involved developing events in over 40 countries, including Australia, Bahrain, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Finland, Hong Kong, Hungary, Indonesia, Italy, Jordan, Korea, Kuwait, Lebanon, Lithuania, Norway, Qatar, Slovenia, Spain, UK, and USA.

In 1999, the Society of Graphic Designers of Canada named him a Fellow for his sustainable Code of Ethics. David was elected V.P. Ethics in 2000, and since has served as Ethics Chair. In 2005, he was elected a Vice-President of Icograda, the world body for communication design. In 2009 the United Nations named him a special advisor.

David's expertise has been featured on ABC, CBC, CBS, *Maclean's*, *Financial Post*, *the Jakarta Post*, and *Marketing* magazine.

He is a National Professional Member of CAPS and Global Speakers Federation, and listed on the NSA Web site.



DAVID BERMAN'S CLIENTS INCLUDE:

Aga Khan Foundation

BMO

Government of Canada

Health Canada

IBM

International Space Station

Manulife Financial

Norwegian Design Council

World Bank

Parks Canada

Statistics Canada

Treasury Board of Canada

*“When we design for all, everyone benefits.
We live in an age where everyone is a designer,
and the future of civilization is our common design project.”*

David is ranked.*

#1 Digital Divide Speaker

#1 Accessibility Speaker

#2 Sustainability Speaker

#2 Design Thinking Speaker

#3 Canada Speaker

#3 Advertising Speaker



What others have to say about David Berman:

"In Yiddish, a mensch is a person of integrity and honor and it seems David Berman fills the bill. Changing the world for the good never seemed more appealingly possible."

Edward Asner,
former President,
American Screen Actors Guild

"I found great resonance with your ideas. I've sent copies of 'Do Good Design' to a number of friends."

Vint Cerf,
Vice President, Google
(and "father of the Internet")

"David is an extraordinary speaker - make him a regular. He deals in reality and not make-believe."

Collin Robinson,
Executive Promotions

"It's about time that a creative professional with tons of business experience and great personal presence is educating the industry."

Lynne Rennie,
Eyewire

"Excellent, eye-opening, and not preachy!"

Carrie Walker-Boyd,
Canadian Food Inspection Agency

"Inspiring, engaging... techniques I can use."

Liv Stenersen,
Government Administration Services,
Oslo (Norway)

WHAT DAVID OFFERS YOU

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and values.

HOW DAVID PRESENTS

Stylish by nature and profession, this infectiously enthusiastic personality will equip you with knowledge you'll cherish, and the desire and know-how to implement it.

David's Most Requested Keynotes

■ Making the Planet Your Client: Design and Responsibility

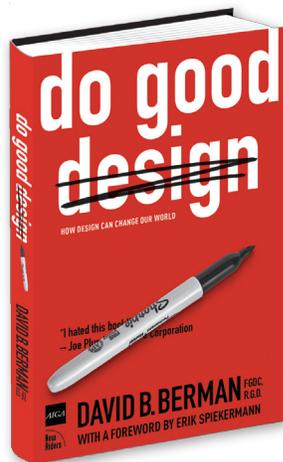
David's most famous presentation: visual communicators have way more power than they think: to do damage or to help repair the World. Which will you choose?

■ Sustainable Strategy: Quadruple-Bottom-Line Design Thinking

David demystifies the complete design-thinking path to developing a plan to save money, lower stress, save time, while yielding lasting outcomes for profits, people, planet, ... and culture.

■ Web/Document Accessibility for All

Learn how accessibility will broaden your audience and make your online content more useful for everyone, while complying with W3C WCAG 2.0, the new Standard On Web Accessibility, AODA, and Section 508.



BOOKS/ARTICLES/PAPERS by David Berman

- 2009 Do Good Design: In 2009, Pearson/Peachpit published the best-selling book *Do Good Design* by David Berman, which has since also been released in Chinese, Korean, Indonesian... and Braille!
- 2007 Web Accessibility 2.0
- 2005 Liberate Your Web Site
- 2003 Analysis of Digital Art Audiences To Tell The Truth (cover story, Applied Arts)
- 2001 A New Format For Canadian Legislation (white paper)

HOW TO BOOK DAVID

Simply phone, fax, or e-mail us.

Contact Information

David Berman Communications | +1-613-728-6777 | Fax +1-613-482-4777
340 Selby Avenue, Ottawa, Ontario, Canada K2A 3X6
expertspeaker@davidberman.com | www.davidberman.com/about | @davidberman

davidberman.comcommunications