

# Julian Treasure

*Sound and communication expert*

## Introduction

Julian Treasure is a five-time TED speaker, founder of *The Sound Agency*, and author of the books *Sound Business* and *How to be Heard: Secrets for Powerful Speaking and Listening*.

Julian regularly delivers top-rated international keynote speeches and workshops on sound and communication skills.

Julian's work has been widely featured by the world's media, including TIME Magazine, The Economist, the BBC, and The Times. His five TED talks have been viewed over 50 million times, and his latest talk, *How to speak so that people want to listen*, is in the top 10 TED talks of all time.

Julian delivers engaging, entertaining and transformational content which is designed to resonate with audiences on many levels by enhancing not only business skills (especially for those in sales or leadership roles), but also personal relationships.

Julian is also founder of The Sound Agency - an audio branding that advises some of the world's most influential companies on how to use sound.

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- [The 4 ways sound affects us](#)
- [Ssh! Sound health in 8 steps](#)
- [5 ways to listen better](#)
- [Why architects need to use their ears](#)

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## Topics

Julian's speeches cover a range of topics across sound, business and communication, and he is happy to tailor his content, structure and timing to your needs. Below are some of his most popular requests.

How to speak so that people want to listen	Have you ever felt like you're talking, but nobody is listening? In this transformational talk, Julian demonstrates the how-to's of powerful speaking — from some handy vocal exercises to tips on how to speak with empathy. Plus, this five-time TED speaker can include a masterclass in public speaking and effective presentations.
Conscious listening in a fast-paced world	We are losing our listening: The amount of time we spend listening has halved in the last century. As a result, companies and institutions are losing billions of dollars annually through ineffective communication - and our relationships and health are also suffering. Julian shares practical ways to re-tune your ears and improve everything from the effectiveness of your company meetings to your personal relationships.
Sound Business	Julian demonstrates how companies can use sound to increase sales and brand asset value. As founder of one of the world's leading audio branding companies, Julian uses case studies to reveal the most damaging sonic mistakes and showcase the enormous potential of sound in business.
The four ways sound affects us	Julian aims to transform your relationship with sound and the senses. He demonstrates how sound affects everything from our heartrate, to our hormones, to our behaviour, and reveals how we can improve the sound around us for healthier, happier lives.
Designing with our ears	Did you know that noise can degrade productivity by up to 66%? Julian explores the hidden "aural architecture" of offices, hospitals and schools. He reveals common mistakes and practical solutions to achieve happiness, wellbeing and productivity in the build environment.

Topics/tags: communication, speaking, public speaking, listening, sales, body language, leadership, confidence, relationships, influence, success, consciousness, presenting, vocabulary, vocal technique, content, structure, sound, marketing, branding, business, customer satisfaction, productivity, health, retail, healthcare, education, sensory, design, noise pollution, behaviour, architecture, experience

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## Key media

CCTV America

*Conscious listening in a fast-paced world*



TIME

*Volume control*



NPR

*Is listening a lost classroom art?*

BBC News

*How does music change shopping habits?*



The Guardian

*A sound idea: can ambient noise make us work harder?*

The Times

*Noise: The sound and the fury*

The New York Times

*Finding peace during noisy trips*



British GQ

*Nine secrets to powerful public speaking*

Transcendental Media

*In Pursuit of Silence feature film*

'O' Oprah Winfrey

*Don't just hear - listen*

Daily Telegraph

*Britain's office workers have a big tweet in store*

Business Insider

*7 bad speaking habits that turn people off*



Vogue

*Bought for a song*

Wall Street Journal (front page)

*A California city is into tweeting*



Financial Times

*Sound Business*

CNBC

*Here's how to get people to listen when you speak*

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## *Client testimonials*

“Julian’s keynote within our annual Panasonic Convention, which we organise for more than 1,500 editors and dealers, was very well received by all guests who attended his presentation. For me, his presentation was not only an inspiration business-wise, but it was also a good mixture of information - conveyed in a lively way - and provided great learnings for everyday life. His subject of sound is universal and relevant for everyone, and I would recommend him as keynote speaker for other opportunities within Panasonic and externally.”

Anne Guennewig, Senior Manager,  
Corporate Communications,  
Panasonic Europe

“Julian is a brilliant genius thinking about the impact of acoustics on everything, including our health... I saw him present at the recent TEDGlobal conference in Edinburgh and he was simply forehead-slappingly brilliant.”

Helen Walters, Ideas Editor, TED



“Feedback was universally very, very positive and I cannot recall being at a meeting where every delegate was so completely engaged.”

Colin George, Veterinary Marketing  
Association

“Julian was the keynote speaker during our annual Client Conference. He opened the conference with a fascinating presentation that included a host of interesting information on the science of sound and how it affects our daily lives at home and at work. He also included a couple of very relevant case studies for our audience. Without exception, his presentation was voted as the best of the event. Julian has a wonderful ability to communicate and connect with his audience, and his hour passed all too quickly.”

BPC Banking Technologies

“Julian Treasure made a great keynote at WORKTECH15 London and was one of our highest rated speakers with wonderful content and energy. We’d love to include him in our future programmes.”

Caroline Bell, Managing Director,  
Unwired

“Julian’s session was spot on, presenting new insights into sound effects and making us aware of the importance of sound in our daily lives and as producers of content. Feedback from our delegates has been unanimously positive. His session on our web-tv is the most sought after from this year’s conference.”

Anngun Dybsland, Project Manager,  
Nordic Media Festival



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## *Client testimonials (continued)*

“Thank you for your amazing closing speech at Artesian Solutions’ Connections15 event. It (and you) got an incredible response. The fact that they were so happy to stay late was the best review we could hope for, as well as a 4.8/5 average score on the feedback. It was a real pleasure working with you and I hope we can do so again soon.”

Belinda Raynes, Partner, Forgather

“Awesome... At the risk of over-using the word yet again, I can’t think of a more appropriate use of it when applied to you! Your presentation was so insightful, truly brilliant, inspiring and full of heart.”

Lynne Grigg, President and Chief Creative Officer, The Designory



“Clearly an expert on his subject, Julian Treasure ran a very engaging and informative workshop for the MDRT Annual Meeting in Philadelphia. Putting aside his prowess as a speaker - which is clear - his high standards and professionalism make him extremely easy to deal with when planning an event.”

Sandro Forte, MDRT

“Julian’s talk was a standout for the distinguished audience at our 20<sup>th</sup> anniversary event. The subject matter was literally ear-opening, and his demonstrations with sound were both enjoyable and enlightening, helping everybody to gain a whole new perspective on the sheer influence of sound.”

Mark Barber, RAB

“To quote one of the attendees, your presentation was “outstanding!””

Barbara Timmer, Phonak

“The Global Retail Marketing Association Annual Forum seeks out the most visionary thought leaders to present at our annual forum, including those who will inspire and inform our audience of senior retail marketing professionals to new levels of innovative thinking. As one of our top rated speakers, Julian Treasure did just that. He gave a fascinating and engaging talk about the impact of sound on human behaviour; furthermore, he shared specific strategies and techniques that marketers could utilize with sound to influence customer purchasing and behaviour. As a result, these ideas are now being implemented in new retail business models.”

Stephanie Fischer, CEO, Global Retail Marketing Association

