Kristi Wire | Brand + Digital Strategy Speaker

Keynotes, hands-on workshops, and live demos. Typically 50 to 60 minutes with live Q&A and a take home resource.

WORK RECOGNIZED BY FAST COMPANY, THE WEBBY AWARDS, AND LOGOLOUNGE

Kristi has spent nearly two decades noticing what most people walk past: the patterns in how businesses communicate and grow. On stage, she opens up real work, including the files, the decisions behind them, and the lessons learned. Ask her about her origin story. It's wild enough that she's writing a book about it.

SIGNATURE TOPICS

One Foot Human, One Foot Digital

AI and critical thinking for teams at any comfort level

Great AI work starts before the first prompt. Kristi shows how she applies critical thinking first, then opens up the brand strategy system she runs inside Claude, live, from a project that remembers your work to setting up your site so AI search can find you.

Take-home: A checklist for your brand and AI setup

Refresh or Rebrand?

A hands-on workshop for leaders deciding what their brand needs

Anyone can generate a logo in seconds. Knowing whether your brand needs a polish or a full rethink is the harder call. Bring a brochure, website, or pitch deck, and Kristi will show you in real time how these decisions get made.

Take-home: The Refresh or Rebrand questionnaire

Websites without the Mystery

For the people responsible for the website

For anyone who inherited the website overnight. Kristi translates site architecture, SEO, and AI search into plain language, then opens a real client site, before and after, to show what changed and why.

Take-home: a plain-language website reference

Custom talks available on request.

WHAT YOUR AUDIENCE WILL LEAVE WITH

The real process
A live walkthrough of how the work gets made, with nothing held back.

Insider knowledge
What works, what quietly underperforms, and why.

Tools to put to work
A take-home checklist and the resources Kristi uses with clients.

FORMATS + AVAILABILITY

Keynote or Talk 50 to 60 minutes, with a live process demo, Q&A, and a take-home resource.

Extended Workshop 2 to 4 hours of deeper, collaborative working time.

Juror Competition, awards, and exhibit judging.

Travel based in Sioux Falls, South Dakota. Midwest by road, nationwide by air.

PREVIOUSLY SPOKEN AT

South Dakota State University · Startup Sioux Falls · AAF South Dakota · AIGA South Dakota

Book Kristi Wire
Brand + Digital Strategy Speaker | Founder, Wire Design Company

kristi@wiredesigncompany.com
wiredesigncompany.com/about/speaking