



Joel Benge

MessageTherapist*, Author, Speaker

*(not a typo)

Keynote Title:

Be a Nerd That Talks Good

Translate Your Tech Genius Into Messaging People Actually Understand (and Remember)

Keynote Abstract:

In technical fields, smart people often feel ignored; not because they're wrong, but because they can't communicate their value in a way humans actually hear. The truth is, the more brilliant you are, the more likely you are to sound confusing, boring, or (worst of all) forgettable.

In this candid and comedic session, Joel Benge walks technical experts and marketers through the common traps of nerd-speak, and how to escape them. From message misalignment to corporate jargon bloat, you'll learn why your genius gets lost in translation and how to fix it *without dumbing anything down*.

Drawing on real-world messaging fails, cognitive science, and a few audience roasts, this talk is part therapy session, part practical guide, and 100% devoted to helping smart people sound as good as they are.

What people say about Joel's speaking:

"Joel consistently brings incredible value to our cohort workshops as a guest speaker. His sessions are always very highly rated and highly insightful."

Mach37 Cyber Accelerator

"...if I had left the conference then and there, it would have already been worth it!"

Workshop Attendee, (opening workshop)

Learning Objectives:

1. Diagnose why technical communication fails and how to avoid the most common messaging pitfalls.
2. Use the "Head, Heart, Gut" model to create emotionally resonant, logically sound, and trustworthy messaging.
3. Learn how to translate complex technical topics into human language that earns attention and action.

Bookings: bookings@messagespecs.com | messagespecs.com/speaking