



Joel Benge

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Keynote Title:

“MessageTherapy” Live!:

Fix Your Blank Stare Problem and Talk Tech Like a Human”

*(not a typo)

Keynote Abstract:

In the high-stakes world of technical innovation, one of the greatest threats to growth isn’t your competition. It’s your communication. If your pitch is perfect but nobody’s listening, you may as well be speaking to cavemen. From startup founders to tech leaders, the “blank stare” moment strikes even the most brilliant minds. Why? Because being technically right isn’t enough. You need to be *heard*.

MessageTherapy Live! is a fast-paced, hands-on keynote that blends ancient philosophy, brain science, and a dash of improv to help technical leaders escape the curse of expertise and learn how to craft messages that stick, scale, and sell. Using Joel Benge’s proven “Heart, Head, Gut” messaging model and the wildly engaging MessageDeck card game, participants as audience members will laugh, cringe, and finally *get* why that last pitch fell flat — and how to fix it.

By the end of the session, you’ll walk away with messaging that hits the emotional sweet spot, satisfies logical scrutiny, and builds instant credibility — *without* dumbing anything down.

*“Joel consistently brings incredible value to our cohorts as a guest speaker. His sessions are **always** very highly rated and highly insightful.”*

Mach37 Cyber Accelerator

*“Very entertaining and informative, **one of our best events in my 20-year tenure** with AMA Boston.”*

Paul Huegel, Executive Director American Marketing Association Boston Chapter

Learning Objectives:

1. Uncover the **three communication traps** that make tech pitches forgettable and why they’re costing you customers and investors.
2. Discover how to apply the “Heart, Head, Gut” method to help you **get noticed, be remembered, and convert opportunities**.
3. Learn the **#1 reason your’re oversharing** or underwhelming your audiences and what to do about it.