Tai Anderson

SPEAKER | AUTHOR | MUSICIAN

4X GRAMMY WINNER
FOUNDING MEMBER, THIRD DAY



THE SIGNATURE KEYNOTE

From Customers to Fans.

The Setlist that turns one-time buyers into people who root for you.

Nobody cheers for a vendor. Attention is rented, and every organization is paying for it. Tai shows leaders how to earn the loyalty that turns a customer into a Fan: someone who chooses you again, forgives you when you slip, and tells others without being asked.

YOUR AUDIENCE LEAVES WITH

- **The Setlist,** an eight-phase framework for every touchpoint, from first impression to referral
- A clear definition of a Fan, and why satisfaction is where loyalty goes to die
- Three changes to make Monday morning that cost nothing and compound for years

4
Grammy Awards with THIRD DAY

11M+
Albums sold

200K+
Fans on the 2026 30th anniversary tour

$2B+
Annual loan volume, grown from $600M while leading marketing

TRUSTED BY FANS AT

THE RECORDING ACADEMY / KELLER WILLIAMS / REALTY ONE GROUP / EXP REALTY / ARKANSAS HOSPITAL ASSOCIATION / ROTARY INTERNATIONAL / WORLD VISION / THE ONE CAMPAIGN / LEADERCAST / AMERICAN RENTAL ASSOCIATION / TERRY COLLEGE OF BUSINESS, UGA / KENNESAW STATE UNIVERSITY



HOW TAI SHOWS UP

One message, many rooms.

Every format is customized to the audience in front of it, and every one is available in person or virtual.

PICTURED: RED ROCKS AMPHITHEATRE

KEYNOTE

From Customers to Fans

For general sessions, conferences, and kickoffs. 45 to 60 minutes.

WORKSHOP

Half or full day

Onsite or offsite. Your team audits its own Setlist and leaves with a plan.

TEAM SESSION

Talk plus discussion

For retreats, all-staff meetings, and leadership offsites.

BREAKOUT

Condensed session

For sales, marketing, and client-facing teams.

CUSTOMIZED FOR YOUR INDUSTRY

From Patients to Fans

Hospitals, health systems, and senior care

From Clients to Fans

CPA firms, real estate, mortgage, and banking

"He had us all thinking about how we could better serve our customers."

Melissa Gordon
President, Echelon Communicate

"His passion is simply contagious. He is a results-driven leader who inspires and leads by example."

Keith Wilmot
Chief People Officer, Norwegian Cruise Line Holdings

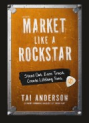
"Enduring brands are built on authentic relationships, shared purpose, and delivering on a promise every day. In Market Like a Rockstar, *Tai Anderson captures those same principles."*

Greg Sankey
Commissioner, Southeastern Conference



ABOUT TAI

A founding member of four-time Grammy-winning THIRD DAY, Tai spent thirty years helping build one of music's most loyal fan bases, and nearly a decade of that leading marketing for a national lender. Former President of the Atlanta Chapter of The Recording Academy.



Author of *Market Like a Rockstar*. Add a copy for every attendee.

BOOK TAI

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Travels from Atlanta (ATL). In person or virtual.