“FLASH SPEECH”

FOR

ROMAN LARIONOV

SAMPLE

In 1968 Andy Warhol famously said, “In the future everyone will be famous for fifteen minutes.” Truer words have not been spoken… except that in this day and age, EVERYONE has the potential to be known and noticed and the demand for distinction goes way beyond fifteen minutes. In the old days a simple calling card was enough to represent you to the community around you. Today our respective “communities” have global outreach, and thanks to the times, the trends and technology, in order to be viable, each one of us must build way more than a calling card to represent our skills, talents and services. We have morphed into a society of independent brands in need of a presence in the virtual universe. That’s where Fresh Idea Web comes in.