

Syed Irfan Ajmal

FOUNDER, EMOS | CEO, DMR.AGENCY (SINCE 2013)
INTERNATIONAL SPEAKER AND TRAINER | AI VISIBILITY, DIGITAL PR AND SEO



PANEL · ARABIAN TRAVEL MARKET, DUBAI · ~500 IN THE ROOM

FLAGSHIP SESSION

AI Visibility Through Earned Media

HOW ORGANISATIONS GET COVERED, CITED AND FOUND

When someone asks an AI assistant who to trust, it names two or three organisations. This session shows your audience how to become one of them, and proves it with **a live audit of what AI says about them today.**

22 yrs BUSINESS, TECH & MARKETING · LAST 13 LEADING DMR.AGENCY	300+ CLIENTS IN 20+ COUNTRIES	\$160K → \$1.2M MONTHLY ORGANIC REVENUE · NATIONAL TYRES AND AUTOCARE	0 → 1.5M MONTHLY ORGANIC VISITS · RIDESTER	+140% GULF GOVERNMENT PORTAL TRAFFIC IN 3 MONTHS · VIA DINARSTANDARD	6x DAILY SIGNUPS · CENTRIQ, SAN FRANCISCO
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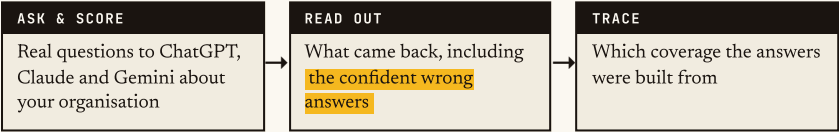
§ 01

The session.

EARNED MEDIA FIRST · AI AS THE LAYER

The coverage you earn is now read by people and by the AI assistants that decide which organisations get named. This session shows how to earn that coverage on purpose, using **the pipeline I run in my own agency**. Real numbers, real pitches, and the ones that failed.

THE LIVE AUDIT · 3 STEPS



THE ROOM LEAVES WITH

- A **repeatable audit** of what AI says about their organisation
- A way to **trace an AI answer** back to the coverage behind it
- A **7-dimension, 32-point rubric** for scoring a pitch before it goes out

§ 02

Formats.

REMOTE OR IN PERSON

Keynote 45 TO 60 MIN UP TO 500 PEOPLE	Workshop HALF DAY TO 3 DAYS 10 TO 30 PEOPLE	AI Visibility Audit Session 2 TO 3 HOURS 20 TO 30 PEOPLE	Panel or fireside 30 TO 45 MIN ANY AUDIENCE SIZE
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Live audit in keynotes and workshops. Full outline: syedirfanajmal.com/speaking/ai-visibility
ALSO ON REQUEST Digital PR · GEO · Personal branding · Content · syedirfanajmal.com/speaking

§ 03

Background.

THE SHORT VERSION



Syed Irfan Ajmal is the founder of EMOS, an earned media operating system, and CEO of DMR.agency. Before the agency he worked in sales and technology. He holds a Master's in International Business and Entrepreneurship from Sweden, and has worked in both Sweden and Denmark.

LIVED & WORKED Sweden Denmark Pakistan
CLIENTS USA (most) EU Gulf

§ 06

What hosts say.

FROM EVENT ORGANISERS AND HOSTS

<p>"Based on the feedback we got from the audience, it was a highly informative talk and everyone benefitted from it."</p> <p>ABD ELMOHAIMEN MANSI · Organiser, M Powered Summit, Dubai</p>	<p>"He gave me great, actionable tips to increase our media exposure. He comes highly recommended."</p> <p>BRIE MOREAU · Organizer, DMSS Conference, Bali</p>	<p>"A super practical session, clear slides, and concise answers."</p> <p>ASH ALI · Co-Founder, Uhubs · ex Head of Marketing, Just Eat</p>
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DELIVERY Remote or in person North America, Europe, MENA, Asia	LANGUAGES English · Urdu · Pashto Materials in Arabic	RECORDING Recording welcome Copy requested, consent permitting	BOOK sia@syedirfanajmal.com
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§ 04

Coverage.

QUOTED · BYLINES · FEATURED

FEATURED AS A CASE STUDY IN

QUOTED & CITED IN

Forbes USA

TNW THE NEXT WEB

msn

Reader's Digest

Entrepreneur

Search Engine Watch

HAS WRITTEN FOR

Forbes MIDDLE EAST

HUFFPOST

THE WORLD BANK

SEMrush

Campaigns have earned clients coverage in Forbes, Business Insider, Bankrate, MSN, Reader's Digest, Yahoo and Apartment Therapy.

§ 05

Selected stages.

ON STAGE SINCE 2013

- Arabian Travel Market, Dubai · Panel · ~500 in the room
- MaGIC, Cyberjaya, Malaysia · Workshop
- DMSS Conference, Bali · Workshop · ~200 in the room
- SEMrush · Online workshop
- Uhubs (UK) · Online workshop