

## **Geniecast Transforms Businesses with Live, Interactive, Two-Way Video Featuring World's Top Speakers, Experts, Authors and More**

*Steve Wozniak Bolsters Growing Roster of Genies; New Customized Content, Expanded Library Educates, Motivates and Accelerates Business Growth*

St. Louis, MO ([PRWEB](#)) August 01, 2017 -- The St. Louis startup Geniecast is quickly becoming the world's foremost marketplace for live, interactive experiences designed to revolutionize professional development, leadership training, employee engagement and edutainment for companies across the globe. Now, the company is announcing an expanded roster of Genies, including Apple co-founder Steve Wozniak, and innovative new customized programming to complement its extensive library of topics and subject matter experts.

Launched in March 2016, [Geniecast](#) is the world's first and largest marketplace of thought leaders, athletes, speakers, celebrities, consultants, facilitators and more – all available via two-way, live video broadcast. By delivering top talent via two-way video, Geniecast makes education and professional development more accessible and affordable, providing efficient access to subject matter experts for problem-solving, strategy sessions and more for meetings ranging from one to thousands of people.

“Imagine having one-on-one access to the foremost authority in the world on the future of marketing or HR best practices, and then allowing your team the opportunity to interact with, learn from and be inspired by them,” said Keith Alper, founder and CEO of Geniecast. “We’ve curated a roster of thousands of experts, authors and speakers to revolutionize the way businesses can invigorate their employee base, train their teams and offer clients exclusive access to thought leaders in their field. It’s like having your own personal, interactive TED Talk customized just for you.”

In its first year, the company has signed thousands of subject matter experts – including Wozniak, Shark Tank alum Kevin Harrington and real-estate mogul Sean Conlon – to bring interactive and transformative content to a wide range of businesses from startups to Fortune 100s. To date, there have been hundreds of live Geniecasts featuring some of the most brilliant minds in business including Steve Case, Richard Branson and venture capitalist Brad Feld.

But the extensive Geniecast library is more than just a clearinghouse of celebrity experts. To date, the Geniecast marketplace has thousands of programs led by Genies who are subject matter experts in a wide variety of topics, ranging from customer service and business best practices, to leadership, cybersecurity, Bitcoin and other timely industry topics.

“Our extensive library is growing daily to offer a broad range of helpful topics at varying price points to ensure we can make Geniecast accessible to businesses of all types and sizes.” said Alper. “If you can’t find an expert in a particular field, Geniecast can.”

The virtual nature of the Geniecast marketplace allows businesses to interact live with the best minds in business, education, nonprofits and more at a fraction of the cost of an in-person presentation, eliminating the need for travel and improving schedule flexibility. The platform also offers the ability to move quickly on solution-based programming due to the ease of setup and lack of logistical obstructions. Geniecast oversees the production and logistics of each Cast, and each has the potential for hundreds of participants to take part simultaneously.

“Our extension and reach is unparalleled,” said Douglas Hall, executive vice president of Geniecast. “Multinational corporations, franchises and businesses with a decentralized structure find our platform especially appealing because we offer customized content that everyone can access and interact with in real time, regardless of physical location. We’ve also found the interactivity of the audience is greatly improved when using our platform, because people are much more likely to engage when they are participating on their own device.”

Geniecast has experienced exponential growth in its first year, establishing partnerships with top associations, and programs with a wide range of companies ranging from Fortune 500s to small business. The company recently launched LiveLabs, an interactive educational series that offers a course of solution-based training sessions focused on a specific theme.

“Businesses could transform their company culture with a customized LiveLab course focused on how to engage the millennial workforce, or take a course on enhancing customer loyalty to grow their sales,” said Hall. “Businesses can harness the transformative power of these Genies to strengthen their company in a number of vital areas.”

Another new offering, the Learning Series, allows businesses to offer customized content created by Geniecast Genies that features ongoing education as a unique value-add for members, customers or B2B clients.

“With the Learning Series, our goal is to allow a business to create exclusive content that they could offer their top customers,” said Hall. “A hedge fund, for example, could commission a series on smart money management and offer it as a perk for their most valued clients or prospects.”

Casts have been broadcast in Hong Kong, London, Australia, Singapore, Canada, England, Holland, South America, and all across the United States. To book a Genie, learn more about Geniecast or to browse Genie programs, visit [www.geniecast.com](http://www.geniecast.com).



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