

## Simon Dixon CEO

Idea Engineering is one of the leading public health & safety communications firms in the U.S., and is currently working on critically important campaigns concerning opioids, marijuana, DUI, DUID, suicide prevention and Rx abuse, amongst others.

CEO, Simon Dixon, has spent his career studying the ways that perceptions and communications develop between individuals and groups and has used these insights to develop effective communications strategies that deliver measurable results.

These insights and strategies are the basis for his talk, “The Relational Intersect: Who Do You Have to Be, to Be with Me?”

Explaining various “perceptioneering” constructs including: “Where’s the Power?,” “Ignorance vs. Intransigence” and “Love vs. Like,” Simon walks audiences through a participatory, entertaining, thought provoking and, ultimately, direction-changing journey to open their eyes to repositioning their relationship with their communities.

Audience members will leave with new ways of thinking about their goals and new strategies for how to achieve them.

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*“I would highly recommend Simon to speak at any conference or large scale platform as he is sure to provide an educational and exciting presentation. Simon has presented at several key conferences for AAA and his delivery and communication style is upbeat, engaging, unique, and always leaves the audience wanting more. He is an expert in the field, and on effective communication styles and knows how to engage many different types of audiences.”*

— Anita Lorz Villagrana, Public Affairs Manager, AAA

*“Simon Dixon engaged his IPAC (Interagency Prevention Advisory Council) audience with a masterful combination of fact and humor to respectfully open the door to discuss emotional topics. He listens to feedback and maintains group focus on the topic of the day. I highly recommend him!”*

— Margie L. Hieter, Department of Health Care Services, Sacramento, CA



**“It’s not communication when you say it. It only becomes communication when the other person hears it, and thinks about it.”**

— Simon Dixon

Simon's previous speaking engagements have included:



California Lutheran  
UNIVERSITY



**Simonisms:**

"No-one cares *what* you do. They care about what happens *because* of what you do."

"When one group is communicating to another, for example, law enforcement communicating to a minority community, it's not enough to address what you think of them and what they think of you. It is *critical* to address what they *think you think* of them — because that will be influencing every word they hear."

"A brand is the answer to the question: *what do people think about, when they think about me?* Whether 'me' is a person, company, agency, or issue."

— Simon Dixon

*“Able to convey the essence of great communications in a way that all can understand, Simon is truly a rock star speaker. We have been fortunate to have his support for the Raffa Learning Community. With a highly entertaining style, a deep well of expertise to draw from (plus a killer accent!), Simon always tops our charts as a favorite speaker.”*

— Jimena Ryan, Chief Marketing Officer, Raffa

*“Simon Dixon has been one of our most insightful and entertaining speakers. His enthusiasm, experience, and ability to translate the nuances of communication to our attendees, made him our most popular speaker to date! (So much so his second appearance was oversold!) Kudos Simon on a crowd pleasing presentation.”*

— Chrissy Deferville, Catalyst For Thought speaker series

*“Simon Dixon is a fabulous presenter, speaker, and teacher! He is a favorite with the students. He involves, inspires, and challenges them to think about their interests, capabilities, and related next steps. He makes marketing and business exciting and compelling for them. He blends his keen wit, energy, enthusiasm, and vast communications experience in both presentation and discussion. He is tremendous.”*

— Karen Bogart, Technology Management Program, UCSB

*“As a founder of a new start-up, I left Simon’s talk with a ‘light bulb’ moment. Thank you!”*

— Rashelle Wimbish, CPA, Washington DC

*“Simon was fantastic! His ability to engage his audience, and find ways to identify with a diverse crowd is amazing. I was engaged the whole time, and came away with lots of ideas of how to brand my new company.”*

— Amanda Lonsdale, Managing Director  
Athena Global Alliance, Washington DC

*“Simon brought his expertise to our statewide system by designing an entire campaign with us. He spoke at our annual Leadership Training Institute to unveil the “Not On My Watch” campaign and we were mesmerized! His skill in designing campaigns that work was evident and we are eager to continue to expand our efforts together!”*

— Dr. Jim Kooler, California Friday Night Live Partnership



## Contact

**Simon Dixon, CEO**  
[simon@ideaengineering.com](mailto:simon@ideaengineering.com)

**Washington, DC**  
**(202) 232-1112**

**Sacramento • Santa Barbara**  
**(805) 963-5399**