

SPEAKER KIT · 2027

CARLOS MERLO

POLITICAL STRATEGIST · AUTHOR · SPEAKER

9

presidential
campaigns

3

continents

16

published books

160+

conferences





ABOUT THE SPEAKER

STRATEGIST ON 9 PRESIDENTIAL CAMPAIGNS

Carlos Merlo is Managing Partner of Victory, a strategic communication and political marketing firm. He has worked on nine presidential campaigns, including those of Claudia Sheinbaum, Javier Milei and Nayib Bukele, and on government communication in Spain, Chile and Colombia.

He is the author of 16 books, including *Cuarto Poder* and *Electorados Silenciosos*, and has spoken at Harvard, George Washington University and three TEDx stages. He holds a PhD in Management and is a PhD candidate in Communication and Strategic Marketing at Universidad Anáhuac.

His work has been covered by The New York Times, El País, Forbes and Univision.

TRACK RECORD

STAGES AND PUBLICATIONS

2023	TEDx Paseo de la Reforma · <i>Vision 2030</i>
2021	TEDx Barrio Antiguo · <i>Memes of Mass Manipulation</i>
2019	Harvard Law School · <i>Fake News, Bots & Trolls</i>
2019	TEDx Palmitas · <i>The Power of News</i>
2018	George Washington University · Elliott School

160+ conferences and masterclasses. Guest lecturer at George Washington University and Colegio de Imagen Pública.

16 PUBLISHED BOOKS

Cuarto Poder · 2025
Electorados Silenciosos · 2024
Tu Propio War Room · 2023
Ciencia de Datos Electorales · 2022
La Biblia del Marketing Político · 2021
El ABC del Marketing Político · 2021
Redes Sociales para Marketing Político · 2021
Neurociencia Electoral · 2016

Published in Spanish. Available on Amazon and at major bookstores in Mexico.

KEYNOTE

ARTIFICIAL CONVERSATION

An exploration of the new digital ecosystem, where much of the conversation is no longer created by people. Through real cases and algorithmic models, it shows how public opinion is shaped by:

01

Conversational bots

02

Engagement farms

03

Automated content platforms

04

Generative AI

05

Psychological segmentation of the conversation

06

Fabricated news networks

A high-level analysis of their impact on elections, markets and collective behavior.

BOOKING

KEYNOTE FEE

UNITED STATES

\$18,000

USD

EUROPE

€16,000

EUR

MEXICO CITY, GDL, MTY

\$300,000

MXN

REST OF MEXICO

\$360,000

MXN

Plus applicable taxes. Payment: 50% on signing and 50% five days before the event.

Travel, lodging and per diem as listed in the rider. Fees subject to change without notice.

LOGISTICS

TRAVEL RIDER

MEXICO CITY AREA BY CAR, UP TO 300 KM

- 5-star Accor hotel only, king suite with upgrade option to Presidential Suite
- Room ready before the speaker arrives
- Private 8-seat ground transportation
- Cash per diem: \$3,000 MXN per day
- At least 3 hours between hotel arrival and the event

Companion (1 person): travels with the speaker; same per diem

REST OF MEXICO OVER 300 KM

- Business class flight, preferably Aeroméxico
- 5-star Accor hotel only, king suite with upgrade option to Presidential Suite
- Private ground transportation 24/7
- Per diem: \$3,000 MXN per day

Companion (1 person): economy flight arriving one day before and returning one day after, mid-range Accor hotel and the same per diem

US, LATIN AMERICA, EUROPE INTERNATIONAL

- Business class flight, preferably Aeroméxico
- 5-star Accor hotel only, king suite with upgrade option to Presidential Suite
- Private ground transportation 24/7
- Per diem: \$300 USD per day or equivalent

Companion (1 person): economy flight arriving one day before and returning one day after, mid-range Accor hotel and the same per diem

TERMS

ADDITIONAL NOTES

- Lodging: 5-star Accor hotels only
- Hotel room on a high floor
- Ground travel on toll highways only
- Domestic airline: Aeroméxico
- Suggested international airlines: Aeroméxico, United, American Airlines and Air France
- All terms apply once the contract is signed and the deposit received
- The host covers union fees, taxes and applicable permits
- Payment: 50% plus taxes on signing; remaining 50% five days before the event
- Fees subject to change without notice



BOOKING

Write to

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