

# Press Kit

Luke  Burgis

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Luke is a multiple-time company founder and CEO (once named a “Top 25 Entrepreneur Under 25” by **BusinessWeek**), a bestselling author, and currently Entrepreneur-in-Residence and Clinical Professor of Business at **The Catholic University of America** where he teaches the popular class, “*The Vocation of Business*.” Luke is part of the Ciocca Center for Principled Entrepreneur at the university. He graduated from the **NYU Stern School of Business** and the **Pontifical University of the Holy Cross** in Rome. His latest book, *Wanting: The Power of Mimetic Desire in Everyday Life*, has been called “*Spell-Binding*” by author Adam Grant, and “*Stunning, even revelatory*” by Dr. Andrew Meltzoff. It has been translated into more than 23 languages. His next book, *The One in the Ninety-Nine*, will be published by St. Martin’s Press in 2025.





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## Details for getting the most out of an event with Luke Burgis

If you're interested in looking into having me speak at your event, please visit [this page](#) and fill out an inquiry form. Due to the number of requests that I receive, I cannot fulfill nearly as many as I would like. I have had to limit the events that I say "yes" to in recent years.

The likelihood of getting to "yes" is greater if:

- There is an alignment of purpose
- I am part of a panel or a more casual conversation rather than giving a keynote (I have to prepare longer for those, and my fee is much higher—and non-negotiable)
- All of the technical requirements below are met

Before deciding to book me, please read this page. I've given hundreds of talks and workshops, and I've learned (often the hard way!) what contributes to the most effective event and what doesn't. I have written this to help you facilitate the best event possible.

This is also meant to provide a helpful resource for your technical team. Okay, here it is...in the third person, for your team.

(Would you please make sure that someone from your team actively confirms that these things will get done at least two weeks prior to the event? Please email John at [admin@lukeburgis.com](mailto:admin@lukeburgis.com) to coordinate.)

1. Please make sure that Luke speaks while the room is at peak energy. He has spoken 2 hours into an event while people are being served dessert wine and cheesecake. Please do not do this to him.
2. Luke uses a MacBook Pro laptop running Keynote and Powerpoint software. He has his own computer with USB-C output. Please confirm with Luke whether or not he will be using A/V; oftentimes he does not use any at all. It will save everyone time and energy if you know that you don't need to set something up.
3. No sound out required. AC power should be within six feet of the computer.
4. Please provide Luke with a wireless lavalier (lavalier/clip/body/collar mic—take your pick) microphone.
5. For any group of more than 50 people, Luke needs a microphone. Please be sure that you've tested it on all areas of the stage for volume and for feedback.
6. Some large audiences are best served using iMag, which projects an image of the speaker on several large screens. This works well, however, you must have your iMag set up so that at least one screen the audience sees carries nothing but Luke's slides, while one or more carry the image of Luke speaking. To be specific, this means that if you have a large group, you should have at least two screens, and at least one of the screens should have just the slides from Luke's computer and at least one of the screens should have Luke's image. It is not acceptable to switch back and forth on one screen. (This has led to disasters.)



7. Luke's laptop is controlled by a remote control that he brings with him. The laptop must be set up within sight and no more than 20 feet of the most distant point where Luke will be standing. It usually works best to have it on a cocktail table so it can also work as a confidence monitor.
8. Luke can't present his laptop to you the night before for setup and safekeeping, nor can he surrender it to you for any length of time on the day of the event. It stays in his possession—all his work is there. However, Luke is happy to work with your team on a tech check, preferably thirty minutes before he goes on stage. Any less than that and it starts to get hairy.
9. TIP: In groups of more than fifty, Q&A is tempting but not usually an effective way to end the presentation. Instead, Luke recommends asking selected audience members to submit questions to a moderator in advance. Then, when the talk is over, you can have one person firing questions—ending the meeting on an up (not with, "okay, so there's no more questions, time to go.") The other alternative is a great deal of Q&A, at least fifteen minutes. In short, if there is less than 15 minutes of Q&A, let's scratch it.
10. TIP: Groups that schedule a break right after Luke's presentation are usually glad they did. You get that high-energy scrum at the front of the room for people who want to say "hi" and you get conversation time as people consider what they just learned.
11. If your booking involves an overnight stay, please be sure to find a hotel that's either at the venue or closer to the airport than the venue itself, and book a non-smoking room.
12. TIP: Whenever possible, make the room at the event too small, not too big. This is often overlooked and it makes a huge difference. It's also a good idea to dispense with round tables and pack people in together—at least for the speech itself.
13. Feel free to take as many flash photos as you'd like before Luke's talk, but please, no flash during the talk.
14. Luke's slides are not available for download, or for publishing as notes or a handout. In addition, unless you specifically work it out, you don't have the ability to record and then resell or distribute Luke's talk.
15. If you'd like to interact with Luke before the event, email is actually quicker and more effective than a conference call. Luke be reached through his assistant, John, at [admin@lukeburgis.com](mailto:admin@lukeburgis.com)
16. **Suggested intro:**

Luke is a four-time company founder and CEO (once named a "Top 25 Entrepreneur Under 25" by BusinessWeek), a bestselling author, and currently the Director of Programs at the Ciocca Center for Principled Entrepreneurship. He's a part-time professor at the business school at The Catholic University of America where he teaches the popular class, "The Vocation of Business." Luke is the founder and creator of the CEDE Program, which has brought principled entrepreneurship education to K-12 schools around the country. He graduated from the NYU Stern School of Business and the Pontifical University of the Holy Cross in Rome. His latest book, *Wanting: The Power of Mimetic Desire in Everyday Life*, has been called "Spell-Binding" by author Adam Grant, and "Stunning, even revelatory" by Dr. Andrew Meltzoff.

(Note to introducer: "Ciocca" is pronounced "See-Oh-Ka". And "Burgis" is pronounced "Burjis", as if the G were a J.)



## Some Sample Questions

**We suggest watching an interview or three that Luke has done in the past.**

The Best interviews and conversations are formatted where Luke has some sense of the flow and set-up.

This enables an audience new to Luke or the subject matter to get to heart quickly without being repetitive for an audience familiar with Luke's work. The best interviews enable new details and angles to emerge in unexpected ways as Luke and his interlocutor exchange and riff to go in unexpected directions once we have a rapport and a conversation flow. It is like jazz: a baseline, but we can then play anything on top of it.



[The Power of Mimetic Desire | Luke Burgis | Knowledge Project 138](#)



[Bishop Barron Presents | Luke Burgis - Wanting: The Power of Mimetic Desire in Everyday Life](#)

## Some Sample Questions

Unless we are having a conversation around a specific work of mine, I prefer to leave conversations as open-ended as possible. Starting with the question “What is mimetic desire?” or something that specific usually limits the depth and flow of the conversation that we could otherwise have.



## Podcasts - Background Information

### **Some personal notes**

I live in Washington, DC with my wife Claire and our daughter, Rome. I'm from Grand Rapids, MI, and my family typically spends our summers on the West Michigan lakeshore.

I met my wife at an Irish pub in Rome.

We have an old cat named Clotille.

We love New Orleans.

We love the Detroit Lions. (Okay, I do. But it's Claire's second favorite team, after the Saints.)

I love to cook.



**These photos can be downloaded as PNGs at this [Google Drive link](#).**

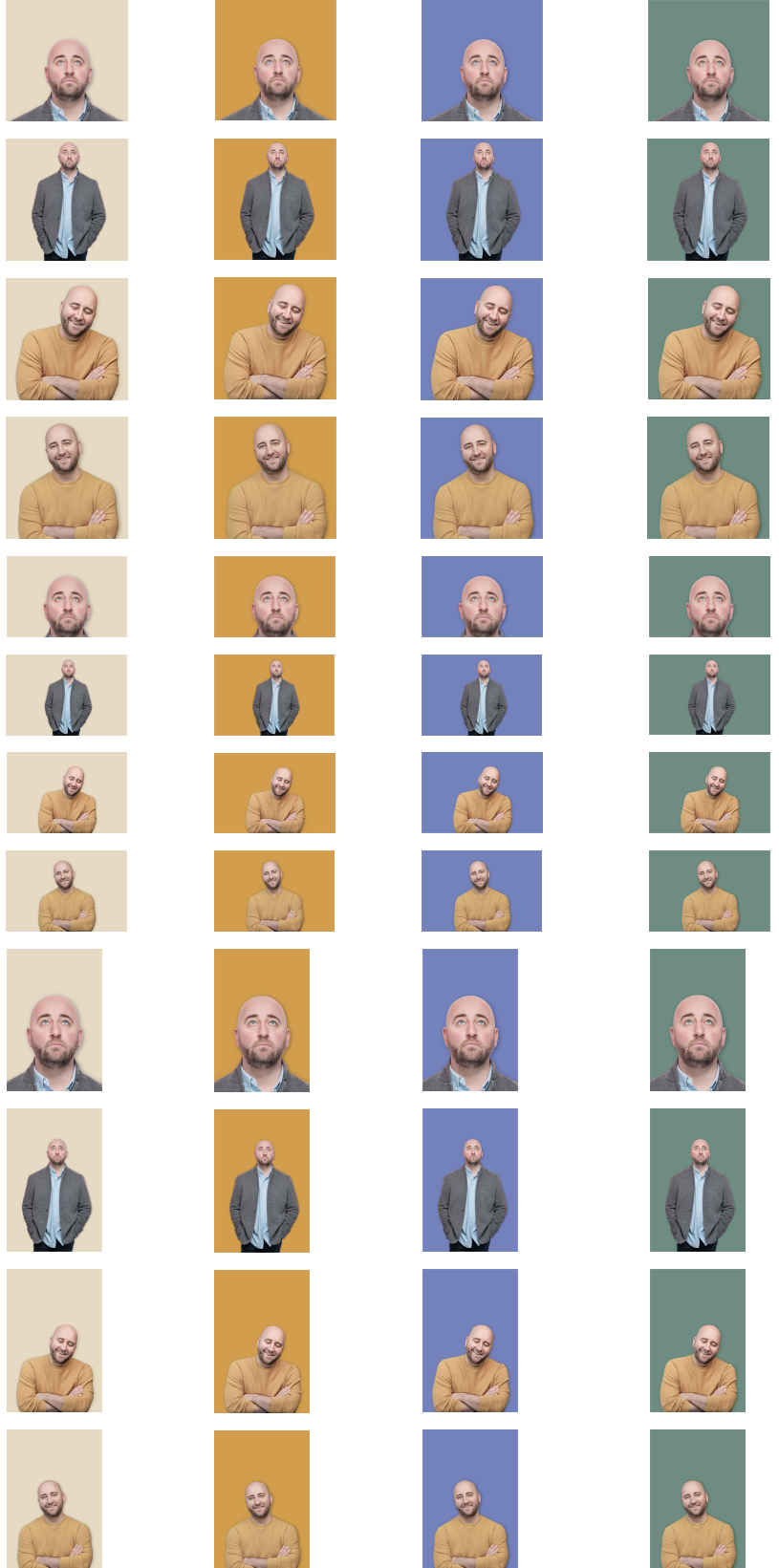
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## Additional Questions or Contacts

**John Schumaker**

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**Speaking Agency**

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