CINEMATIC IMPACT

Tal Lazar

AFI · COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK · PACE UNIVERSITY · Berklee College of Music

sundance institute · WASC Senior College and University Commission · The City College of New York

Sacred Heart UNIVERSITY · 北京电影学院 BEIJING FILM ACADEMY · ATLAS LENS CO. · Ciné Cours

MZed by CineD · THE UNIVERSITY of NEW ORLEANS · 新片场 xinpianchang.com · BROOKLYN COLLEGE FEIRSTEIN GRADUATE SCHOOL OF CINEMA

Award-Winning Filmmaker • Professor at AFI & Columbia • Founder of MiLa Media & Quonder • Author of The Language of Cinematography

Transforming visions into impact, so every leader can **spark action** and **unify their audience**

With over 20 years as a cinematographer, Tal Lazar has helped hundreds of directors bring their visions to life. For 15 years, he has taught visual storytelling at top institutions like the American Film Institute, Columbia University, and Sundance Institute, guiding thousands of students to find their creative voice. As a business leader at MiLa Media and founder of the EdTech startup Quonder, Tal transformed ideas into impact. Now, he helps leaders communicate with clarity, emotion, and purpose. His goal is to spark insight, inspire action, and deepen connection through cinematic storytelling.

"Everyone walked away with a new perspective, inspired, and more aware of the impact they have on the industry we serve."
RUSSELL BELL, Vice President of Atlas Lens Co.

- Over 1,000 hours of engaging talks and presentations

- Audiences ranging from 10 to 200 people

- Featuring examples from dozens of popular films and iconic images

- Leveraging technology to deliver dynamic, engaging presentations

"Tal helped bring over 100 academic leaders into alignment around the power of story, reflecting their institution's goals and conflicts."

CHRISTOPHER OBERG, Executive Vice President WASCUC.

Programs & Topics

Deliver Any Message With Cinematic Impact

A fun, hands-on interactive conversation where participants learn from movies how to position themselves as storytellers and communicate their message to any audience, from a small team at work to a wide client base.

The Cinematic Edge: Storytelling for Business

Movie directors realize bold visions by guiding teams without being experts in every role. This keynote shows how anyone, from entrepreneurs to team leads, can do the same: communicate clearly, pitch with purpose, inspire collaboration, and lead like a director.

Boost Visual Communication with Cinematic Storytelling

A practical keynote for anyone who communicates with images. Learn cinematic techniques that will transform how you see, design, and create any visuals, from branding, photography and websites to presentations and beyond.

How Movies Tell Stories

A dynamic, eye opening keynote that uses powerful movie examples to reveal the secrets of cinematic storytelling, and how they can transform the way any visual story is told.