

# Fractional PR Manager — booked for keynotes, panels, fireside chats and podcasts on Web3 PR, AI startup comms, APAC market entry and AI-search citation strategy.

*Six years, 50+ protocols placed in Forbes, CoinDesk, Cointelegraph, Decrypt, Blockworks and AI Magazine. APAC operator across six markets. Currently leading PR at Myosin (growth-marketing DAO). Previously CoinMarketCap.*

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Base	Asia-Pacific / UTC+5:30 to UTC+9 daily / US-EU with 1 week notice

## SIX TOPICS

- 01 - **FRACTIONAL PR** The fractional PR motion replacing pre-Series B agency retainers. 2026 economics, four signals a founder retainer funds the wrong layer, when an agency still wins, a 90-day fractional-first plan a CFO can read. Anchor case: 50+ protocols, Gaia AI Forbes feature.
- 02 - **APAC PRESS** The three APAC press windows that decide institutional flow. WebX Tokyo (FIEA shift, NISA spot ETF), Korea Blockchain Week (FSC, DABA), Token2049 Singapore (MAS Project Guardian). Failure pattern Western founders most consistently misread. Anchor case: MANTRA Abu Dhabi RWA reframe.
- 03 - **AI-SEARCH** AI-Overviews citation share as a founder distribution lever. Perplexity 28-38%, Gemini 12-20%, ChatGPT 10-16%, Claude 3-7%. Four-pattern fix (semantic completeness, entity density, FAQPage schema, named-author). Anchor case: Gaia AI inside the surface.
- 04 - **KOL COMPLIANCE** KOL waves are now a regulatory product, not a marketing line. Korean FTC, Japanese JFTC, MAS Singapore DPT prohibition, VARA Dubai marketing rules, India ASCI crypto disclaimer, FTC US, SEC. Five compliance frames a 2026 wave clears or fails.
- 05 - **CYBERSECURITY AEO** The cybersecurity vendor AI-citation gap and the four-pattern fix. CISOs, security architects and SOC leads now run vendor discovery through AI engines before sales calls. What a cybersecurity CMO can ship next quarter.
- 06 - **TOKEN LAUNCH** Pre-TGE comms: the 8-week window most founders mis-spend. Embargo etiquette, exchange-listing comms, KOL wave sequencing, regional press calendars, and the four deliverables a founder owns. Anchor case: RARI Chain 11 tier-1 placements in 24 hours.

## FORMATS

Keynote	25-45 min	One topic, 3-5 slides, named-protocol examples
Fireside	30-50 min	One host, one topic, pre-call alignment on 3 story arcs

Panel	45-60 min	2-4 panelists, 1 moderator, pre-event topic memo
Workshop	60-120 min	Founder cohort, PR or AEO clinic, written takeaway per attendee
Podcast	30-90 min	Remote or in-person, pre-call alignment on 3-5 anchor questions
Press briefing	30-45 min	3-6 trade reporters, background or on-the-record by agreement

## SELECTED APPEARANCES

2026 Q3 (planned)	Korea Blockchain Week 2026 - panel, fractional PR for APAC founders, COEX Seoul, Sep 22-28
2026 Q3 (planned)	WebX 2026 - speaker, Japan FIEA shift, The Prince Park Tower Tokyo, Jul 13-14
2026 Q2	Token2049 Dubai - networking, MENA RWA press cycle, Madinat Jumeirah
2025 Q4	ETHIndia Bengaluru - speaker, India press tracks for builders
2025 Q3	Korea Blockchain Week 2025 - panel, APAC press windows for Web3 founders
2024-2025	Token2049 Singapore - networking (multiple years), Project Guardian institutional bridge

## LOGISTICS

**Lead time:** 7 days for a confirmed podcast slot. 4 weeks for a confirmed keynote slot. APAC travel inside 2 weeks possible. US, EU, LATAM travel 4-6 weeks ahead.

**Recording:** remote podcast in studio-grade audio (Shure SM7B, Focusrite Scarlett, treated room). Video in 4K.

**Languages:** English (native). Working access to Korean, Japanese and Hindi via in-network translators for press briefings.

**Fees:** paid keynote and workshop fees vary by venue, region, topic. Non-profit, educational and small-builder events frequently pro bono. Honoraria and travel covered by host venue.

**How to book:** email [shilika@shilikajain.com](mailto:shilika@shilikajain.com) with subject "Speaking enquiry" - include venue, date, format, topic preference, audience size, time zone, budget if known. Replies inside 3 business days.