



Every year in the U.S. alone, there are more than 1.8 million conferences, conventions, trade shows, seminars, workshops and expos

- That's equivalent to 4,931 events every single day
- These events are attended by a whopping 205 million people
- Bottom line... your target market is already gathering in a room... The only question is...

Are you talking to them? Or is someone else talking to them?

*Source: The Economic Significance of Meetings to the U.S. Economy conducted by PwC in partnership with the Convention Industry Council*

### **3 Types of Speaking**

Paid

Unpaid Biz Development

Speak to Sell

What we are NOT covering today:

How to structure your signature talk

What to do before, during, and after your speaking engagement

How to lead into capabilities briefings, needs discovery conversations or follow up/nurture campaigns

### **Top 4 Mistakes you are NOT getting clients from your speaking engagements**

1. At the wrong events
2. Not doing the pre-work
3. Poor presentation structure
4. Not doing real follow up

### **WHO do you want to be “talking to”? (Mistake #1)**

Heads of Functional Departments (i.e. cost centers)

- Human Resources
- Learning & Organizational Development

- Corporate Communications
- Marketing Communications
- Finance, Accounting & Audit
- Corporate Risk
- Facilities Management

#### Heads of Profit Centers

- Product or Service Divisions
- Engineering & Manufacturing
- Sales & Marketing
- Research & Development
- Customer Service

#### Senior Leadership

- Business owners of small enterprises
- Executive team of mid-market companies
- CXOs of global corporations
- Non-profits and colleges and universities

### **Tips for sourcing opportunities**

Reach out to prior speakers

**✗** Did you get any clients?

**✗** Was it a “good” event?

- How many people overall
- Were the breakout rooms full / well attended?
- Were the attendees engaged? (Did they participate actively in the event? Or was everyone at the bar or the pool? )
- What level decision makers were in attendance?

### **Time Saving Tricks**

- Set up Google Alerts and have your assistant or VA scan results weekly

- Keep spreadsheet of events you're interested in
- Task your VA with searching top sources on monthly basis
- Schedule 2-3 hours per month for you to handle speaking related tasks
- Create a shared Google Doc your team can utilize to maintain:
  - variations of your signature talk titles
  - variations of your signature talk descriptions
  - your bio at different lengths
  - your photo and headshot
  - your logo
  - speaker references
  - list of past speaking appearances (including dates and titles)