
So You Want to Speak at a Conference?

Where to find the perfect mix of halo effect, audience and access

1. Which Conference?

Just because you have heard of it doesn't mean it is right for you.

How to Choose the Right Stage

When, where and with whom you speak all impact on your personal branding.

No speech is better than a great one that the wrong people hear

Executives often tell their communications team that they want to speak at a conference and ask them to find them a “good one”. These teams then cheerily contact their expensively retained communication agencies, or slightly less well remunerated PR firms, and ask them in an equally vague way to get their boss on a platform. Events is a \$1trillion industry. There is a lot of choice.

- _ Start with your strategy
- _ Be clear about your goals
- _ Consider the benefits
- _ Know how you will amplify your presence

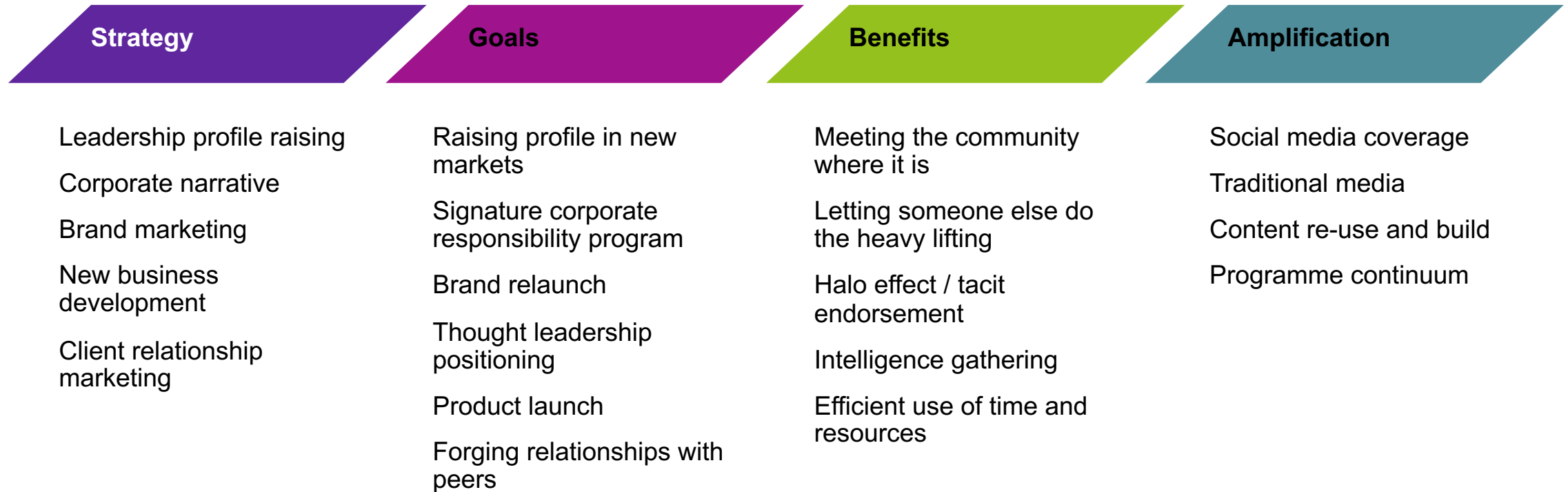
Audit the events, and its owners carefully

Events change hands – frequently at the moment. A new CEO who is trying to cut costs and doesn’t really understand the value of content anyway, can quickly take a must-attend event and turn it into a must boycott event.

- _ Think about the brand and how it matches with yours
- _ Consider the programme and your place on it
- _ Look at who will be attending

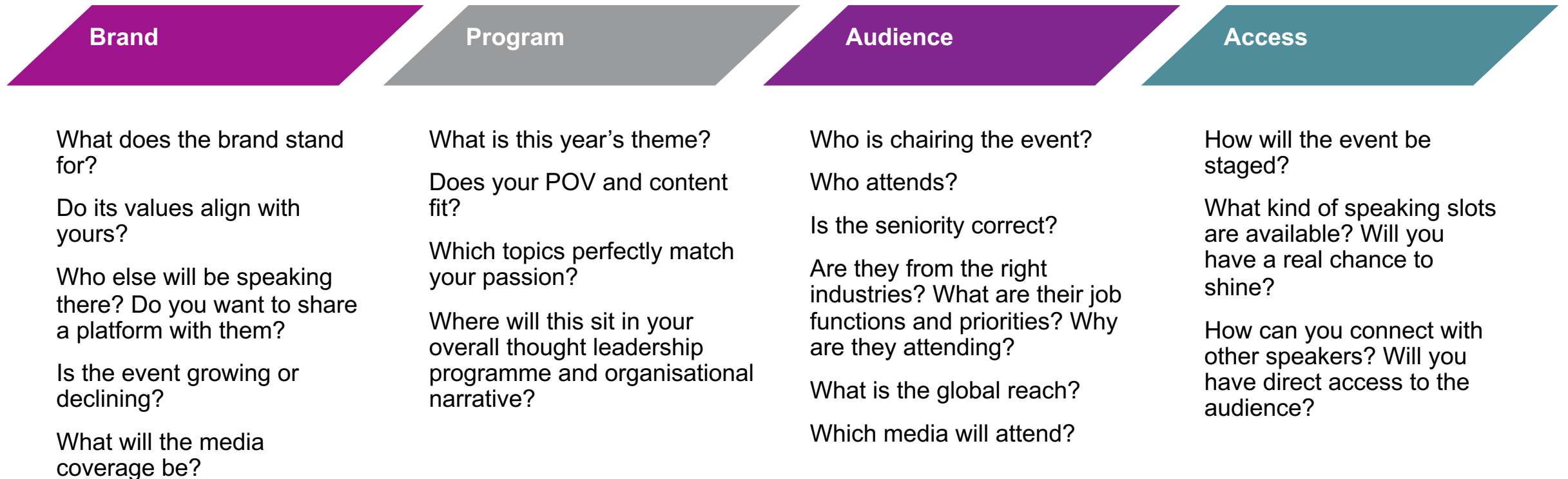
The Role that 3rd Party Events Play

In a \$1+trillion global industry with 10+ premier B2B platforms daily, being clear about your objectives for being there is critical to choosing the right one.



Choosing the Right Platform

Events change ownership, lose or gain traction and punch above or below their true weight. Carefully auditing an event's current status is vital.



2. Being Wanted

How to be invited to keynote at the world's leading events.

Draws and Dazzle

Draws

Event organisers need names, content and experts that will attract attendees.

What are you known for?

What can you launch exclusively at the event?

What will provoke, intrigue and drive interest?

What content can you pre-release to tease and tempt?

Who can you bring with you that the organisers need access to?

Dazzle


What is your speaking history?

Which platforms have you been on?

Did you receive standing ovations?

Do you have videos?

Do you have a YouTube following?



What every event organiser needs

The Optimum Speaker Mix

Understanding where you fit

Legends

Political

Financial

Business

Social

Thought leaders

Academics

Authors

**Best in class
practitioners**

Inspirers

Disrupters

Innovators

Commentators

Technologists

3. Making a Lasting Impact

Leveraging your presence before the event happens until it happens again

Optimising the Opportunity

Turning up on the day with a speech your communications team has written is a sure-fire way to be forgotten.

Pre event

- Build a bespoke presentation and materials
- Create early engagement and traction
- Practise high impact presentations delivery
- Hold attendee briefings, comms and meeting planning
- Monitor the organiser

At

- Dazzle on stage through visuals, technology and storytelling
- Use social media effectively
- Have your team deliver real time feeds
- Host events and meetings around the event
- Gather intelligence
- Set-up peer and stakeholder meetings

Post

- Create new content assets
- Stakeholder outreach
- Meetings follow-up
- Intelligence debriefs
- Event wash-up
- Internal strategy updates

Next year

- Join the event advisory board
- Content build from prior year
- Encore performance or new topic?

About Us

Advising CEOs and Boards on their digital, content and marketing strategy

Flying Trumpets helps companies define their purpose; structure their marketing, digital and creative departments; develop Go to Market protocols; ignite innovation; and create multi-channel campaigns that win, retain and grow customers.

We turn marketing spend into profits (and keep a CEO's personal brand growing along with their company profits).

Email: info@flyingtrumpets.com

www.flyingtrumpets.com