8 Steps to Obtaining Speaking Engagements

For Business Development & Personal Branding

Markman Speaker Management
Why speaking can be an effective business development and branding tool

- Demonstrate your expertise
- Gain increased visibility and branding
- Obtain “advertising”
Eight steps to obtaining speaking engagements

1. Develop a proactive speaker placement program
2. Decide which subject area or areas you should target for increased visibility
3. Get the right speaker(s) on board
4. Speak to the right audience
5. Decide on the geographic area to target for speaking engagements
6. Create high-impact presentations
7. Learn the process for submitting a speaker proposal
8. Follow up continuously and persistently!
STEP ONE

- Develop a proactive speaker placement program
  - beat the competition - don’t wait for invitations
  - dedicate the time to make this an effective initiative
STEP TWO

Decide which subject area or areas you should target for increased visibility

– issues of concern to your clients/customers; hot buttons

– established or new lines of business
STEP THREE

Get the right speaker(s) on board

– experienced speakers with sufficient expertise (work experience vs. speaking experience)

– get full commitment from participants
STEP FOUR

Speak to the right audience

– client/customer prospects or “recommenders”

– choose by industry and by function

– solo presentations, panels, workshops, webinars
Identifying Opportunities

- Google and other search engines
- Event/trade show directories: tsnn.com, boogar.com, allconferences.com, biztradeshows.com, bvents.com
- Google alerts
- Association listings
Examples of Events

- Sales & Marketing Executives International (SMEI) Annual Conference
- Business Marketing Association Annual Conference
- The Conference Board Annual Conference on Marketing
- Industry Events: e.g., CTIA: Wireless Association; NRA Show: National Restaurants Association
STEP FIVE

Decide on the geographic area to target for speaking engagements

– local, regional, national, international

– target cities where you want to be known
STEP SIX

Create high-impact presentations

- actionable information: “how-to”; trends; case studies

- co-presentation with customer/client where applicable

- leave the sales pitch home!
STEP SEVEN

Learn the process for submitting a speaker proposal

- stick to the format - you’ll save the organizer time and make a friend

- tailor the speaker proposal to the audience
STEP EIGHT

Follow up continuously and persistently!

- you are one of many seeking that speaking slot

- increase mindshare and stay above the noise by providing updated news
Maximizing the speaking opportunity

- Give the engagement a shelf life with takeaways – articles, white papers
- Attend with a colleague – work the room
- Press releases – before and after
- Bring business cards...lots of business cards
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