

8 Steps to Obtaining Speaking Engagements

For Business Development &
Personal Branding

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 take-aways – articles, white papers
- Attend with a colleague – work the room
- Press releases – before and after
- Bring business cards...lots of business cards

Contact info: Steve Markman

Steve Markman

President

Markman Speaker Management

20 Chestnut Street, Suite #3

Needham, MA 02492

Tel: (781) 444-7500

E-mail: smarkman@markmanspeaker.com

Web: www.markmanspeaker.com