

Speaking Plan

Objective: Increase company reputation through more speaking engagements.

Goals:

1. Speaking engagements each quarter
2. High-profile speaking engagements each year

Approach:

- A. Create a prioritized target list
- B. Create a presentation portfolio
- C. Create a “pitch deck” for speaking
- D. Track results

Creating a Prioritized Target List

1. Create a “master list” of associations and events
2. Prioritize them all (which ones we really want to talk with and how hard or easy it would be to connect with them based on our professional connections)
3. Create a simple schedule for reaching out to each (I would reach out via phone call and have documents to share after the call)

Create a Presentation Portfolio

1. Add to your list of "potential presentations" with the internal thought leaders (include the webinars and presentations we have already given)
2. Ask our customers about the topics they would like to learn more about
3. Create a master list of presentation ideas
4. Prioritize them (relevance to audience, type of audience, access to audience, etc.)

Create a “Pitch Deck”

1. Create a PowerPoint template that we can then customize for each target audience (here are the pages)
 1. Audience insights
 2. How we can help (topic/type of talk/etc.)
 3. Who will speak (bios of speakers, why they are relevant and influential)
 4. Where we have spoken before – include comments from people who have attended presentations before
 5. Working page/next steps
2. Research a bit about each priority contact (audience, key issues, previous topics, their focus, etc.)
3. Customize the template for them
4. Call the key contact – set up the meeting – share the presentation – follow-up, etc.

Track Results

1. Use spreadsheet to track
2. Set meeting with team on regular basis to determine what is working/what isn't working and what we should change