Nurture NOTES

Generating Speaking Opps at a Tradeshow or Conference

According to Tradeshow Magazines 2008 survey 81% of tradeshow attendees hold a buying influence and 52% are looking to buy within a 12-month period. Rightly so, a common theme we hear from our clients is that their marketing plans include speaking at conferences and tradeshows, an inexpensive and targeted way to get a strong ROI from tradeshows. Unfortunately, there're not as successful as they'd like to be. The Nurture Institute team has been speaking at conferences, tradeshows, webinars, and seminars for over 25-years. This month's newsletter will show you the top 10 techniques we've used to get over 500 paid and unpaid speaking opportunities.

10. Join a Special Interest Group

Groups dedicated to the industry that you serve are plentiful. The local Chamber of Commerce, groups of financial planners, IT VARs, and manufacturers are common. Build your speakers resume by starting small.

9. Nurture the person responsible for choosing speakers

Choose your venue, find out who is responsible for selecting speakers, and create a plan to keep your name and qualifications in front of that person. Many years ago I sent a plant to thank the person responsible for selecting speakers for considering my proposal. That led to speaking opportunities for 5 years.

8. Spend time developing a catchy title

Remembering that it's important to inform and entertain. A catchy title will attract the attention of the conference organizers and increase the likelihood of getting chosen as a speaker. OM PA LOOPA Marketing is better than Consistency in Marketing: A Primer.

7. Choose a Client Pain Point for your Proposal

Conference organizers are looking to attract customers to attend their conference and they use your topics in their advertisements. Your prospects should share the same types of pain as your clients and your speech should be designed to supply answers.

6. Look at the Event website 9 to 12 months in advance

It's not unusual for next year's conference planning to start at the current year's conference. Look at the conference website and get your speaking proposal in early. Consider multiple topics.

5. Target Events that your clients attend

Ask your clients what magazines they read, what associations they belong too, and what conferences they attend. Conference producers are very interested in speakers drawing attendees.

4. Pay

When exhibiting, take advantage of Product Showcases and sponsorships that give you the opportunity to get in front of an audience even if it costs some money.
Tip: Make sure to invite the conference's speaker organizer to attend your talk.

3. Offer to Speak at a Regional Event

Many conferences have local regional events throughout the year, offer to speak at a local group. These can easily lead to an offer to speak at the main event.

2. Offer to Speak with a Named Client

Ask one of your clients to join you on the podium and present a joint case study or white paper solution. Conference organizers are very likely to choose a named client presenting a real life situation than a vendor/consultant alone. If you do not have a case study or a white paper consider the **Nurture Institute's Credibility Package.**

1. Join the Association that sponsors the event and become active

Joining an association is not enough - become active by volunteering to be on a committee. As an insider, you will know about speaking opportunities and be given an advantage compared to people the association does not know.

**The Nurture Institute is a full-service marketing agency dedicated to help you explore new and creative ways to connect with clients and prospects.
Visit us today for more information on how we can help build your pipeline.**

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