

# NAILING NATIONAL SPEAKING OPPORTUNITIES

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**w2m.**





# WHY SPEAK?

- WARM LEADS
- REAL RELATIONSHIPS WITH ATTENDEES
- LOCAL CLIENT DEVELOPMENT OPPORTUNITY
- SOCIAL MEDIA PUSH OPPORTUNITY
- REAL MEDIA PUSH THROUGH MEDIA TOUR

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# TO WHOM?

- Who needs what you have?
- Who is hungry?
- Who can influence buying your product or service?
- Don't make the mistake of speaking at an "influential" conference where your TARGET MARKET is not present

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# WHERE?

- Know your team and your pipeline—panel, keynote, session, seminar?
- Do you know the opportunities out there? What are the top 3 conferences in your space (in front of your target market?)?





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# LET'S GET SPECIFIC



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# MARRY SESSION VALUE TO CUSTOMER SIZE, INDUSTRY

## Enterprise

Interoperability,  
scalability

Reliability

## Midmarket

Identity

Domain expertise

## Early Stage

Sizzle

Paradigm Pop

## PLAN THE PLANNER

ONCE YOU'VE IDENTIFIED CONFERENCES, YOUR NEXT STOP IS THE CONFERENCE GUIDE FROM LAST YEAR.

1. FIND SESSIONS LIKE YOURS.
2. IDENTIFY KEY THEMES, INDUSTRIES AND AUDIENCES FOR THE SHOW

2. AND RIGHT AFTER THAT, FIND THE CONFERENCE PLANNER.



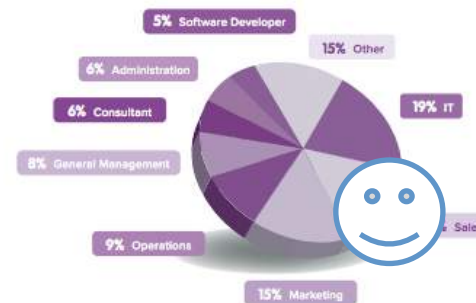
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# THE DREAMFORCE COMMUNITY

**136,000+** Social Mentions  
**500+** Executive Summit AND  
**1,000+** Leadership Program Attendees  
**310** Press/Media Representatives  
**220** Industry Analysts  
**265** Investment Analysts  
**95%** Would Recommend Dreamforce to Others  
**480,000** Salesforce LIVE Broadcast Viewers  
**140,000+** Registrants

## Company Size

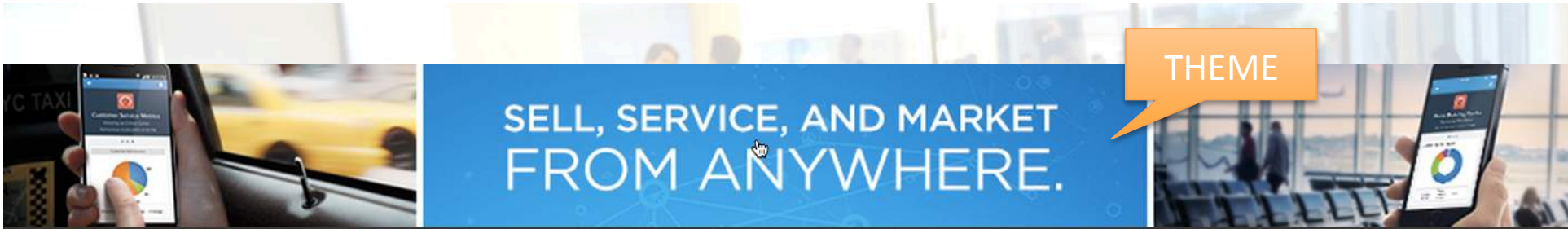


## Department



## Job Level





THEME

SELL, SERVICE, AND MARKET FROM ANYWHERE.

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### Tuesday, November 19<sup>th</sup>

### Salesforce LIVE Schedule

8 <sup>30</sup> - 9am	Salesforce LIVE Keynote Pre Show	Peter Coffee: Head of Platform Research, salesforce.com; and Special Guests
9 - 11am	Customer Company Keynote with Marc Benioff	Marc Benioff: Chairman & CEO, salesforce.com; and Special Guests
11 - 11 <sup>30</sup> am	Salesforce LIVE Studio Broadcast	Salesforce LIVE Hosts
11 <sup>30</sup> - 12pm	Salesforce1 Media Event	Parker Harris: Co-Founder, salesforce.com; Kendall Collins: EVP, Mobile & Product Design, salesforce.com
12 - 4 <sup>30</sup> pm	Salesforce LIVE Studio Broadcast	Peter Gabriel: Singer, Musician, Songwriter; Peter Gassner: Founder, CEO, Veeva; Small and Medium Business Panel: The Gillmor Gang with Robert Scoble

What does this say about values?

More

Data.com Connect Presents - See Into The Future  
@connectmembers @Billrust @Pete.....  
7 views

Salesforce Success Community: User Group Partner Participation and Leadership G.....  
40 views

Key Pillars for Delivering Effortless Customer Service  
99 views

www.salesforce.com/salesforce1

Broadcast, media, studio...getting a



**Julie L.** (Upgrade for full name)

Dreamforce Conference Chair at [salesforce.com](#)  
San Francisco Bay Area | Computer Software

Current [salesforce.com](#)  
Previous [salesforce.com](#), The Clorox Company, The Wharton School  
Education University of Pennsylvania

Send Julie InMail

Background



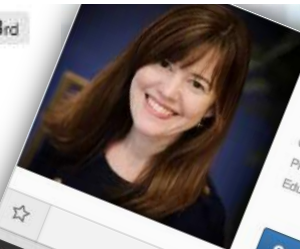
Experience

**VP, Dreamforce Conference Chair**  
[salesforce.com](#)

November 2012 – Present (1 year 9 months)

Responsible for the success of Dreamforce, the world's largest vendor-led technology conference. Lead positioning, messaging, content, pricing, theme, sales enablement, and the marketing plan. Increased registration to over 140,000 this year, +56% growth year over year. Serve as internal and external evangelist for Dreamforce. Manage the demand generation team for [salesforce.com](#) events.

3rd



**Catherine Simmons**  
Senior Director, Events at [Salesforce.com](#) (Dreamforce)  
San Francisco Bay Area | Computer Software

Current [Salesforce.com](#)  
Previous PCI Filch, Freelance, HP-ICM  
Education The University of Hull

Connect

Send Catherine InMail

491 connections

ASHRAE Steering Committee  
M. Dennis Knight, Chair  
Chuck Gulledge, Vice Chair  
Rahul Anthalye  
Chris Balbach  
Chip Barnaby  
Dru Crawley

Senior Director, Strategic Events  
[Salesforce.com](#)  
August 2008 – Present (1 year 9 months)

Whole focuses exclusively on salesforce.com (Dreamforce) structure of event to deliver an exciting and flawless experience with external stakeholders and internal stakeholders. I manage the operational experience to 60,000+ attendees. I'm passionate about creating the





## BUILDING A BETTER SUBMISSION

- Case study with client
- Trend panel with clients with name recognition (attendee draw)
- Private research revealed at conference (media impact)

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# BUILDING

A BETTER SESSION  
= SALES STANCE  
BEFORE, DURING AND  
AFTER

1. **PRE-SHOW** – Goal setting, video, email

2. **PRE-SESSION** - Tweet, Press con

3. **DURING SESSION**

Tweet, Webinar, Event, Research

4. **AFTER SESSION**


Attendee Follow Up – Personal

5. **AFTER SHOW**

Goal recap – Planner chat!



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# MAKING THE ASK OF A CO-PRESENTER

1. CAREER MOVE
2. YOUR PROFILE,  
EXPERTISE
3. MEDIA  
OPPORTUNITIES
4. WHO ASKS  
(PEER, CEO)
5. POSSIBLE NEED  
TO PAY



# GOALS

## EXAMPLE

**SAPPHIRENOW ATTRACTS 15,000 ATTENDEES.**

Over 6700 attendees are your SAP customers

1 in 50 are PROSPECTS.

Goal: Reach 70% of this audience

+5 prospect meetings from the event

+2 briefings per day

+1 feature

+300 web site visits

+100 more social followers





Where is your speaker, realistically?

Community Groups

Company

Local Business Groups

State, Regional Sessions

Conference sessions (tier 1)

Local, Regional keynotes

Conference sessions (tier 2)

National keynote



# 10 TIPS TO ACE TRADESHOW PIPELINE

1. Press conference at show, scheduled far in advance (3 months)
2. Press release at show and also sent out on BusinessWire that morning
3. Your own show web page optimized for show, created 2 months before
4. 1-3 poll questions for iPad delivery, created the week before and drawn from editorial calendars and journalist research
5. Show “premium” or demo or “traffic builder” related to your news/show theme
6. Map of tradeshow floor with competitors marked so you can go see their stuff, and make the competitive report **an assignment**
7. Social calendar or webinars, videos and blogs leading up to, and at, the show, with the show Hashtag
8. Show Media list gotten 2 weeks before show—start calling for appointments for your on site execs. Note twitter handles of relevant editors, journalists and partner companies so you can follow and tweet direct.
9. Pre-show blast email to conference attendees (for our client for our client highlighting their press release, case study, white paper,)
10. Post-show blast email to conference attendees (press release, case study, white paper, or show coverage)



# RESOURCES

## FOR YOUR SPEAKER

- PRACTICE THROUGH MARKETING: VIDEO WEBINAR, BLOG POSTS, LOCAL SESSION ON SAME TOPIC
- LOCAL SPEAKING LEADER: SPEAKEASY
- PREP SESSIONS ON MESSAGE STRATEGY: WRITE2MARKET
- WEBINAR, VIDEO, MEDIA & SOCIAL SURROUND: WRITE2MARKET
- BLOG: KATE'S VOICE
- PRACTICE: TOASTMASTERS

A man in a white shirt and blue tie stands on a stage, pointing towards a large screen. The screen displays a 'THANK YOU!' message. In the foreground, a large audience of people in business attire is seated, facing the stage. The background is a plain white wall.

# THANK YOU!

IF YOU LIKE THIS, LET US KNOW  
WHY, AND SHARE THE POST !

-YOUR FRIENDS @WRITE2MARKET

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