



Promote Your Speaker

Once you've selected the right speaker(s) for your meeting, assure high attendance rates with these edited suggestions from the National Speakers Association web site. High attendance and high evaluations make your meeting a success, and you a hero!

- Provide networking opportunities for your Speaker to mingle with attendees, stimulate interest, and encourage attendance.
- Build excitement with an attention-grabbing title, with a subtitle that entices with benefits of the session. In other words, answer the question, "so what?"
- Make your web site work for you with a detailed description of the session and the speaker, speaker photos, and and link to the speaker's Web site.
- E-market with e-mail. E-mail promotional reminders to your members that entice them to register. Include links to event information, program descriptions, and online registration forms. Help your speaker personalize his/her presentation by e-mailing your speaker's questionnaire to your members, and forwarding responses to the speaker.
- Have local chapters/office talk up the program weeks before the event.
- Plan in advance to audio or video tape the session for later purchase, loan or rental, with written permission from the speaker.
- Promote your speaker's books and tapes before and after the event. Negotiate with the speaker to provide each attendee a copy of the book when they register. And schedule a book signing. People love to have their books personally autographed by the author.
- Conduct a media campaign. Send news releases to the media (newspapers, business journals, radio/cable/TV stations) before, on the day of, and right after the event. Invite your speaker to come in a day early to meet with the media.
- Provide additional learning opportunities after the program. E-mail thank-you's to attendees with links to the speaker's web site where they'll find more information on the topic. Invite your presenter to write a related article tailored to your group for publication in your newsletter or magazine. With the speaker's approval, post the article on your Web site to add value.