



RETURN ON ATTENDANCE

Your success is my success. Not only do I want my talk to go well, but I want the entire event to engage your audience so they want to return and bring their peers with them next time. To do this we want to build the "Return on Attendance" or ROA.

My strategy for Return on Attendance (ROA) for you includes:

BEFORE THE EVENT:

Schedule me for additional breakout sessions while I am there. It saves you the travel cost of an additional speaker, plus gives the audience a chance to delve deeper.

Although most of the other speakers at your event are experts in their field, they are probably not professional speakers. Let me conduct a webinar with them before the conference to coach them on how to be a better speaker.

People will remember four times as much from training sessions that are seen as bring highly relevant to their jobs. Because of that, I propose:

I have a special website for attendees to visit before the meeting that contains materials relevant to my presentation, as well as helpful links to videos and resources they will need to do their job better (and help sell their bosses on why they must attend).

I'll engage social media to promote your event, including other speakers, influencers, activities or reasons for them to attend. We'll use special hashtags to track this for you to use too.

If you arrange it, I'll conduct radio interviews in the weeks before the event to generate local buzz and excitement.

I can hold a pre-meeting teleseminars or webinars to help participants focus their learning needs and goals before your event.

I can record a custom video that can be targeted at prospective attendees or sponsors to create anticipation and excitement for the event.

I'm happy to provide a short article to promote my talk you can email out or publish in your newsletter. This will show the value attendees will get from attending my talk.

DURING THE EVENT:

Books can be pre-ordered at wholesale cost and given to attendees as takeaways. You can also sell the books at cover price and make a profit.

I can thank specific people or sponsors who helped make this event happen. I can include title card slides in my talk as well.

I'll handout a simple postcard with my key message as a giveaway to participants at the keynote.

I'll share my personal email address and a link for them to download the slides. I'll also give them my Twitter handle (@ericcoreyfreed) and the hashtag to share the event.

At the end of my programs, I take about three minutes before my final wrap-up and ask the audience to stop and take a deep breath. Then, I ask them to think through what we have just covered. My handout postcard contains a place to write out the one thing they will take action on as soon as they return to the office.

I ask everyone to take out a business card and write a couple of words on the card that will remind them of the first task they have to do. Then, I tell them trade cards with another person in the room and promise to call each other in one week to embarrass each other into getting the first task done. It gets lots of laughs, raises the energy level, and when I do my close, everyone is hyped up.

I also ask everyone in the room to take out a business card and write on the back their action item so I can follow up with them later.

In addition, you can record my talk and sell it to attendees (or use clips to promote future events.)

Other ideas:

- * *have me give a team building workshop*
- * *hold a special breakfast roundtable for select VIPs*
- * *hold a special sponsor cocktail reception as a meet and greet with me*
- * *let me emcee a luncheon, moderate a panel or introduce other speakers while I am in town*
- * *conduct a booksigning*
- * *make a personal appearance in the sponsors booth to help sell them on sponsorship*

STAGING REQUIREMENTS:

I'll bring my own laptop, but request the following to help make my presentation great:

- * *projector and screen*
- * *wireless lapel mic*
- * *lectern with VGA and audio connection*
- * *house lights up*
- * *first row of seating as close as possible to the stage*
- * *a sound check at the break before the speech*

AFTER THE EVENT:

I will broadcast a set time after my talk for open networking, so attendees will have the chance to interact with me personally and we can engage in conversations on how they can best apply these lessons to their job. This could be a cocktail hour you already plan during your event, or a set time in we can all meet in the lobby.

I'll follow up with an email a week after the event to share the key takeaways from my talk, a link to the slides and any follow up message you wish me to share.

The email will also ask: What did you find valuable? How did you benefit from the program? What changes would make the program even more valuable?

I am happy to write a short article that summarizes my message to be emailed to attendees or published in your newsletter. This article reconnects you with the attendees, reinforces my message, and gives me an opportunity to praise and credit your event for bringing me in for them.

I can provide you with 52 short Tweets to send out weekly to your audience to spread the key messages from my talk and keep your audience engaged.

NEXT STEPS:

Contact Eric at 415.474.7777 or eric@organicarchitect.com to discuss how he can craft a talk to delight your audience.