

SPEAKER OPPORTUNITIES CHEAT SHEET

SOCIAL MEDIA

- Ensure the conference organiser has the Twitter handles for both your organisation, and the speaker, and that they are using them in the run up to the event.
- Ensure you are promoting what you are talking about and when / why - make full use of event hashtags etc.
- Ensure your colleagues know about the speaker opportunity and are also sharing social media updates from your organisation and speaker.
- Vary the content - come and see us / will you be there? / any Qs you want answering etc.
- Repeat all of the above before, during and afterwards - and at different times of day.
- Follow / friend / connect with people you meet to grow your own network and your organisation's network - and do this as soon as you can after the event.
- Photo opportunities - get papped with other influential people / with good exhibition branding - as it is more likely to be shared by the event organiser themselves.

CONFERENCE / EVENT WEBSITE

- What opportunities are available on the event or conference site?
- Company profile / individual profile of speaker?
- Blog posts - pre and post event (organisers always love a supportive blog post reviewing the event shortly afterwards).
- Can you negotiate any highly contextual links from the event site?
- Are there any advertising opportunities?

VIDEO CONTENT

- Is the event being professionally filmed? If so, negotiate with the organiser to receive a copy of your talk.
- If it isn't, ensure someone is filming it for posterity - it is vital you can demonstrate your experience in order to secure future speaker opportunities.
- Consider streaming your content live for those who can't attend the event (probably best to check with the event organiser first).
- Share the video content on YouTube, and ensure it is well optimised using keyword research.
- Use the video content as an excuse for a blog post - but ensure your written content adds to the discussion, and does not just replicate your speech.
- Also type up your speech verbatim as a separate blog post for people who prefer the written word - it is also useful for SEO, as the content is likely to be fairly keyword rich.

WEBSITE CONTENT / BLOG

- Create a blog mini series - write ahead on the topic you're going to be covering without giving away any secrets.
- Include one short blog post that flags up the event itself saying where you're going to be and when and how people should get in touch with you on the day.
- Consider creating a dedicated landing page for the event that enables interested parties to arrange a meeting with you - use this page in all marketing activity before, during and afterwards.

RESEARCH

- Ask the organiser whether there is a conference voting system you could make use of. As you're in front of a relevant audience, it's a great opportunity to ask them topical questions you can use at a later date.
- If there is no voting system available, consider a paper-based leave behind form - and incentivise people to return the forms to you.
- Use this data for follow up blogs, articles, infographics, press releases etc. (If it's a positive or interesting story and you use the event branding, the organiser is more likely to share it with a wider audience).

IMPROVE MEDIA RELATIONSHIPS

- Make use of the media room at the event or conference - can you put your press releases / marketing information in there?
- Ask the organiser which journalists / key influencers will be at the event and try to arrange to meet up with them.
- Can you invite other journalists / influencers to the event / do you have any free passes available? This is a great time to secure fledgling relationships with the media.
- Issue a press release after the event with a summary of your speech if it is truly newsworthy.

DATA

- If you are a keynote speaker or have contributed a significant amount of budget, you may be able to receive the delegate data. Consider how best to make use of this to continue building relationships.
- Consider a white paper or some other form of added value content rather than just a 'Great to see you at X' email follow up.
- If email forms part of your follow up campaign, consider changing your footer in the short term to include the logo of the event or wording saying 'As seen at XXXX.'
- Depending on your target audience and the value of the additional content you are offering, you may be able to use this as an opportunity to collect extra data. If so, consider an additional dedicated landing page for any follow up campaigns.

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