



International Business Council

Ambassador Program

Winning Presentations That Win Business

How to Market Your Seminars and Presentations for Maximum Response

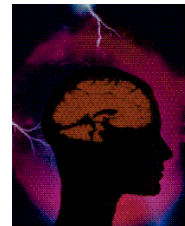
Ray Knight CEO *KnightWorks* David Jacobsen CEO **brainstorm**

Knight



Works

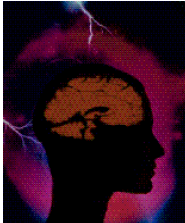
brainstorm



IBC Ambassador Program
Seminar-Winning Presentations

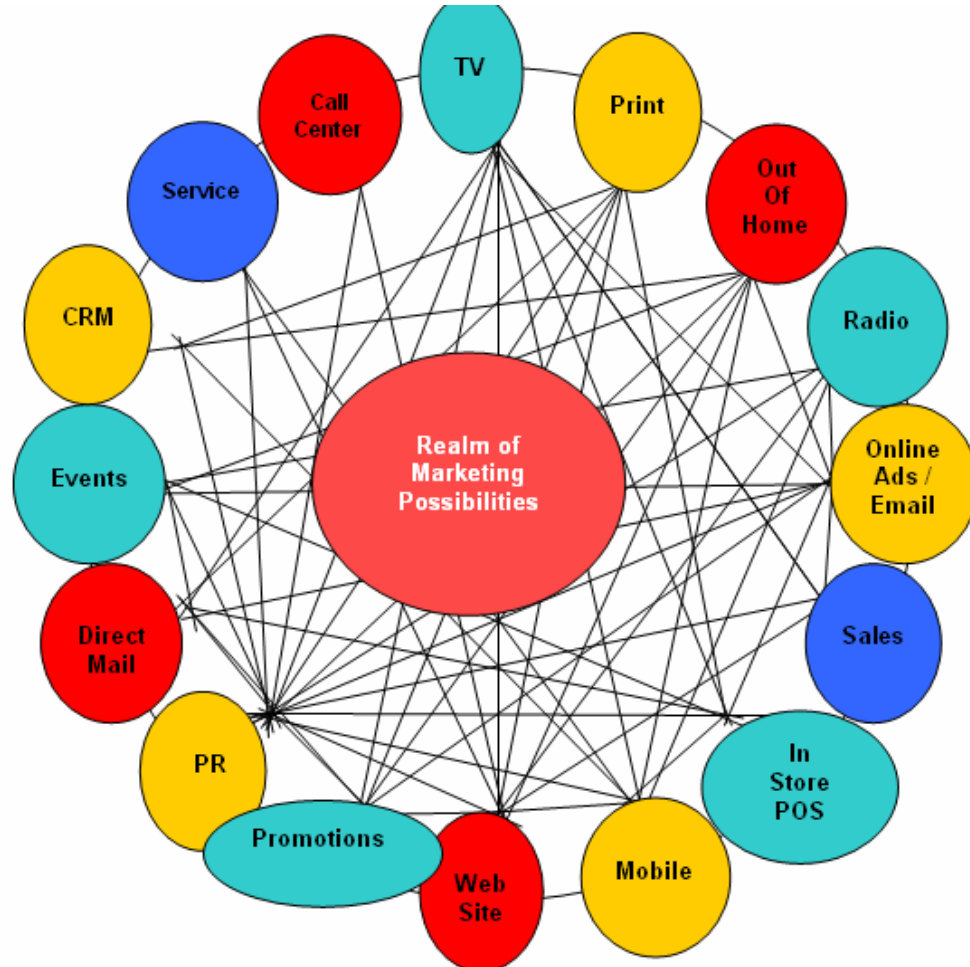
Developing Your Marketing Plan-Strategic Planning Driving Factors

- WHY: Objective**-What are you trying to achieve? Is a seminar the best way to achieve the objective? Options-meetings, 3-way calls, conference calls, webinars.
- WHY: Speakers**- Who are the speakers, what is their story/expertise/skill and why is that relevant to the audience? What problem are you helping them to solve—or what opportunity are you helping them to realize?
- WHAT: Service Rendered**-What are the main benefits your attendees will receive?
- WHO: Targets**-Who are the most likely attendees?
- WHO: Team**-What are the manpower resources you have to work with?
- WHEN: Time**- How much time is there to work with before the event?
- HOW: Resources**-What are the communication channels you can afford to utilize based on the budget you have allocated for this event?



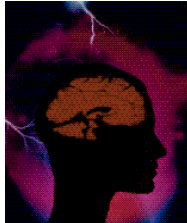
How to Market Your Seminars & Presentations for Maximum Response

Promotion: Different Options, Varying Costs & Advance Time Frame Requirements



IBC Ambassador Program
Seminar-Winning Presentations

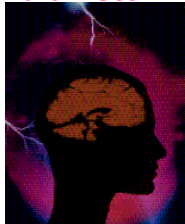
brainstorm



How to Market Your Seminars & Presentations for Maximum Response

Promotion: Different Options, Varying Costs & Advance Time Frame Requirements

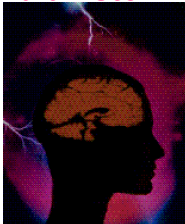
Person to Person	Voice	Online	Print	Public Relations	Media
Sponsor Referral	Interview	Micro Website	Brochure	Story	Campaign
Associate/Speaker	Conference Call	Website Add-on	Postcard	Post- Press Release	Advertisement
Attendee Referral	Three way call	HTML email	Flyer	Send Press Release	Classified
Prior Attendee	Phone Call	Email-text	Fax	Email-Press Release	Announcement



Promotion: Build Partnerships with Groups and Media

- Offer **affinity groups/associations** incentives for membership- chambers, rotary clubs, networking groups, businesses, etc.- they are looking for exposure and association with events or groups that match their brand values- e.g. have groups offer discounted tickets to their membership saying that the chamber "arranged this special offer for their membership" rather than just trying to sell tickets to them

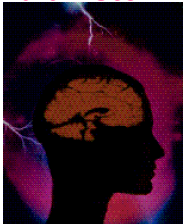
Create **media partnerships**- work with local media (TV, newspaper, radio, magazines, online) to create a win-win so that they will provide free or discounted media to advertise your seminar- they are looking for exposure and association with events or groups that match their brand values



Promotion: Create a Marketing Mix to Raise Awareness and Foster Demand

Develop a media plan (TV, newspaper, radio, magazines, online, telemarketing)

- Identify ad budget
- Use partnerships as much as possible
- Use newsletters of like-minded groups to advertise on their newsletters
- Gather lists or look to rent "opt-in" lists of the target audience(s)
- Use email as it is one of the most cost-effective advertising (send emails a 3-4 weeks out to prospective attendees / 1 a week and then 2the week before as reminders)



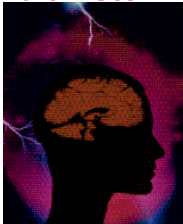
Promotion: Use Public Relations and Relationship Marketing to Drive Demand

Public Relations

- Let local media know about the event ahead of time to get stories or listings about it in appropriate places/sections of newspapers and magazines
- Offer media free attendance to come to event to cover it and write an article about it for future awareness
- Keep clippings/press of events for future marketing and pr efforts and to get sponsorships

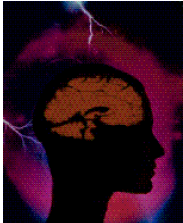
Relationship Marketing and Data Gathering

- Don't let people leave empty handed (even a simple gift or gesture can go a long way)- follow-up with all attendees to build a relationship. They will form your viral marketing team in the future generating referrals
- Offer discounts/incentives to attendees for future events- gather feedback from attendees after event (directly or through questionnaires depending which is more appropriate for your type of event)



Promotion: Case in Point-WrightKnight Promoting FTAA Week Unity Dinner for International Business Council

- HOT TOPIC---raise awareness and generate interest up to the event
- Formation of Team-Selection of “Champion”
- Development of three main task forces-Message/Content, Targets and Execution
- Weekly Update meeting and update Team Progress Email
- Development of the “Hook”- the Unity Pledge
- Aggregation of Targets for Email and Direct Mail
- Inner Circle—the team sign on
- Website Update(s)
- HTML Email Campaign-Series of 3 to targets
- Group and Corporate Sponsorship Campaigns- Urgency, Assumed Close and third party endorsement (associations) selling strategy
- Florida FTAA/MENG Business Envoy Outreach Program
- Advance, at event and post event public relations and media relations
- Printed Flyer and printed invitations distribution
- Guest Speaker and local and international dignitaries pursuit and Comp strategies



Components in your Seminar/Speech Marketing Plan

- Develop and implement a Marketing Strategy to achieve your goal
- Develop a Media Plan to maximize the use of your available resources.
- Use Public Relations to get the word out to your various audiences.
- Identify Group Partnerships to gain financial and marketing support.
- Build Media Partnerships to raise awareness and drive attendance.
- Integrate your Image across online and offline channels to promote a consistent message to your marketplace
- Plan something FUN into the event-that is the best way to break down barriers, reinforce value of having attended, generate a viral buzz from attendees to others. Examples-hats, giveaways, contests themed events.
- Solicit input and testimonials at the event and permission to use them in your communications plans going forward.

After the Event, promote the success. Summarize important observations and share the knowledge. Offer excerpts, recordings to those that could not attend.



How to Market Your Seminars & Presentations for Maximum Response

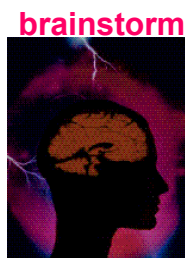


David Jacobsen is Co-Founder of Vision Miami

Join Us Tuesday Eves at the
Sonesta Hotel and Suites
Coconut Grove



IBC Ambassador Program
Seminar-Winning Presentations



Components in your Seminar/Speech Marketing Plan

Presenters Information

About *KnightWorks* www.rayknight.com

KnightWorks is a Miami-based business development agency. Ray Gordon Knight, C.E.O., *Chief Envisioneer Officer* developed and tested the firm's systems and processes and has been *Passionately, Building Business and Brands* over a 25-year domestic and international career as both a corporate senior executive and entrepreneur active in over 24 industries. *KnightWorks'* clients are business owners and executives seeking to implement practical, no-cost and low cost proven business building and business improvement strategies and tactics. Contact Ray at 305-888-1905 or cell 305-989-4815 by email at raygknight@hotmail.com

About **brainstorm**

David Jacobsen is the CEO of Brainstorm. He has a passion for building brands through uncovering consumer insights and developing customer driven sales and marketing strategies that are integrated across all traditional and alternative media. Dave has worked across a variety of industries for multiple brands with agencies including TBWA/Chiat/Day on various brands Absolut Vodka, ABC Television, Kinko's, Embassy Suites Hotels, Orbitz.com, Polygram Entertainment, A&E Television, M&M/Mars, Motorola and Miami Sun Post Newspaper. He can be reached at 305-799-1225 or by email at davej22@yahoo.com

About **Virtua** & WrightKnight

The CEO of **Virtua** is Allan Wright who was responsible for the HTML email promotion of this seminar. Allan can be reached at 305-865-1165 and by email at awright@virtua.cc. WrightKnight is a strategic partnership between Allan Wright, CEO of Virtua.cc (www.virtua.cc) and Ray Knight, CEO of *KnightWorks*, two accomplished veteran, multicultural, international marketing executives and entrepreneurs. The team's website www.wrightknight.com is in development and scheduled to preview in the earlier part of the fourth quarter, 2003

We appreciate the invitation of Dax Paradies and Devin Avery of the International Business Council to be with you today.

IBC Ambassador Program
Seminar-Winning Presentations

brainstorm

