

A Guide to Booking Speaking *Engagements*

A step-by step process of booking speaking engagements and podcast interviews to get our brand in front of large groups of prospects.

What We'll Cover (how we did this):

- 2k paid speaking events
- 75k+ captive audience/year
- Tools to use for lead gen

Increase top line revenue (speaking fees & brand awareness)!



What We'll Cover: 3 Step Marketing Approach

1. Our approach to speaker bureaus
2. How we build a marketing campaign to book events
3. Media strategy to create inbound awareness





The Results...

- Speaking bureaus account for 30% of speaking revenue
- 70% bookings are sold/booked internally (our method)
- 70% of our bookings occur in 6 months
- **Our peak:** 150-160 events year

STEP ONE:

Reach Out to Speaker Bureaus.

Market Expectations:

- 150 global
- 12 control 90% bookings
- 98% niche 1-2 person agencies
- Represent different industries
- Exclusive versus non-exclusive
- 20-25% commission (gross or net?)

Why to Start On This Early:

- They have existing customers you want
- This takes time...

3 Tiered Speaker Bureau Approach

- **Reach Out:**

- Send media kit and inquire about representation
- Go meet with them in person
- **HINT:** Invite them to events (they're in the events biz)

- Then send major quarterly announcements
 - (treat this list like a newsletter)

- **Send updated recent content:**

- Podcasts, interviews, book launch, recent articles, YouTube videos
- Short vid clips are best
- Maintain constant state of awareness

SPEAKING: Bureau Accounts	
Level One	
<ul style="list-style-type: none">• A-Speakers (Denmark)• Agency for Speakers & Entertainers (CA)• American Talent Group (TX)• Big Speak (CA)• Brooks International• Burns Entertainment (IL)• CAL Entertainment (CA)• Celebrity Lecture Agency (MA)	
Level Two	
<ul style="list-style-type: none">• Access To Experts (FL)• Barber & Associates• AEI Speakers Bureau• Agricultural Speakers Network• Arnell & Associates (VA)• Australian Speakers Bureau• Blanchard Speakers Bureau (CA)• Brickenden Speakers Bureau (ON)• BrightSight Group (NJ)• Business Speakers Bureau and Entertainment (MI)• Carpenter Speakers Bureau (CA)• Cassidy & Fishman, Inc. (MA)• Celebrity Speakers (NZ) LTD (Auckland)• Celebrity Speakers Australia (NSW)• Celebrity Speakers International (Ontario)• cml speaker management (AB)• Concept Speakers (NY)• Conference Speakers International• Convention Connection (CA)• Crown Speakers Bureau (OK)• D'Amelio Network (CT)• Dynamic Speakers, Inc. (CA)• Esparza Speakers (TX)• Gotham Artists (NY)• High 5 Speakers Bureau (UT)• High Quality Speakers Bureau (CA)• IMPACT This Day (FL)• Jillie Bushell Associates (UK)• Keynote Resource (CA)• Leading Thoughts Speakers (FL)• Lectures International (CA)• LimeLight Communications Group, Inc. (Nova Scotia)• Martin Bastian Productions (MN)• McKinney Speakers (KY)• MGM Speakers Bureau (NC)• Midwest Speakers Bureau (IA)• Monitor Talent (MA)• National Speakers Bureau (IL)• Nationwide Speakers Bureau• No More Boring Meetings! (WA)• NOPAC - National Organization of Professional Athletes & Celebrities (FL)• OnStage Talent Group (CA)• Orange County Speakers Bureau (CA)• Ovation! Speaker Bureau (NSW AUS)• Peak Performers Network (MN)• Performing Artists (Surrey)• Personality Speaking• Pinnacle Speakers Bureau (NC)• PPL Marketing (TX)• Program Resources (KY)	<ul style="list-style-type: none">• Promenade Speakers (NY)• Speak Inc.• Speaker Resource Center (IL)• Speakers Network Worldwide• Steven Bentley Agency• The Goodman Speakers Bureau (CT)• The Lyceum Agency, LLC (OR)• The Speaker Exchange Agency
<ul style="list-style-type: none">• A Vision in Motion Inc.• ADL Associates, Inc. (TX)• ALLSTAR Alliance• American Speakers Bureau• Authors Unlimited (NY)• Capitol City Speakers Bureau (IL)• Carte Blanche Plus• CBA Speakers Bureau (AZ)• Clayton Speakers International (NSW)• Collaborative Agency Group (MA)• Damon Brooks Associates• Dick Hall Productions Inc.• Gail Davis and Associates, Inc.• Global Speakers Agency (ON)• Guestfinder• Inspiring Speakers (FL)• Podium Speakers (NJ)• Powell Kohne Associates, LLC (VA)• Santa Barbara Speakers Bureau• Speakers Plus• Speakers Unlimited• SpeakOut• Spotlight Speakers & Entertainment• The Allen Agency• The Professional Speaker's Bureau (NY)• Tiller Group, Inc (IN)	<ul style="list-style-type: none">• nt (VA)• jency Speakers• Worldwide (MN)• akers Bureau (NJ)• s Bureau (TN)• twork, Inc. (NY)• kers Bureau (TX)• lide Speakers Bureau (CA)• (TX)• au Inc.• s, Inc (DC)• s (NY)• atoon• tions (MI)•)• and Entertainers (VIC AUS)• s Bureau (TN)• s (Switzerland)• l)• eakers Bureau (NY)• A)• - (NY)• Bureau (AUS)• eting & Entertainment (CA)• l• t (Ontario)• gram Bureau• Agency, Inc (NY)• (NY)• - The Speaker's Bureau (London)• The Speakers Group (TN)• Total Access Speaking Bureau• Washington Speakers Bureau (VA)



(a full list of all speaker bureaus can be found in the resource section of your member dashboard)

STEP TWO:

Build Your Target Lists:

- Build two types of target lists:
 - 1. Contacts that hire speakers (buyers)
 - Industries, titles
 - 2. Contacts that already aggregated your buyers
 - Same group but where they hang out online
 - Podcasts, FB and LI Groups, Industry pubs, Events, YouTube channels
- Get the contact email where you can
- Launch email and LinkedIn campaign

They already did
the work!

The delta of opportunity is being the one to reach out!

BUILD LISTS OF PEOPLE THAT HIRE SPEAKERS!

These Are Our Target Lists

- Trade Associations/chapter presidents (over 90k)
- Master Trade Associations
- Speaker Bureaus (150)
- Franchise orgs
- Senior VPs of Sales & Marketing
- CEOs and CMOs
- CMPs – Certified Meeting Professionals (5k-7k)
- Meeting Planners (100k)
- 1.5m Industry conferences (event directories)



HINT: They all belong to industry groups! What podcasts, YouTube channels, LinkedIn groups, FB groups, blogs/industry pub do they follow? Target those too!

3 Ways to Find Connections:

1. Manual outreach (event directories/associations)

2. Research email databases

- 2 types of email tools:

- Bulk (Upland Adestra)
- Email Automation (Mailchimp/Constant Contact)

3. Upgrade to LinkedIn Sales Navigator (\$79.99/M)

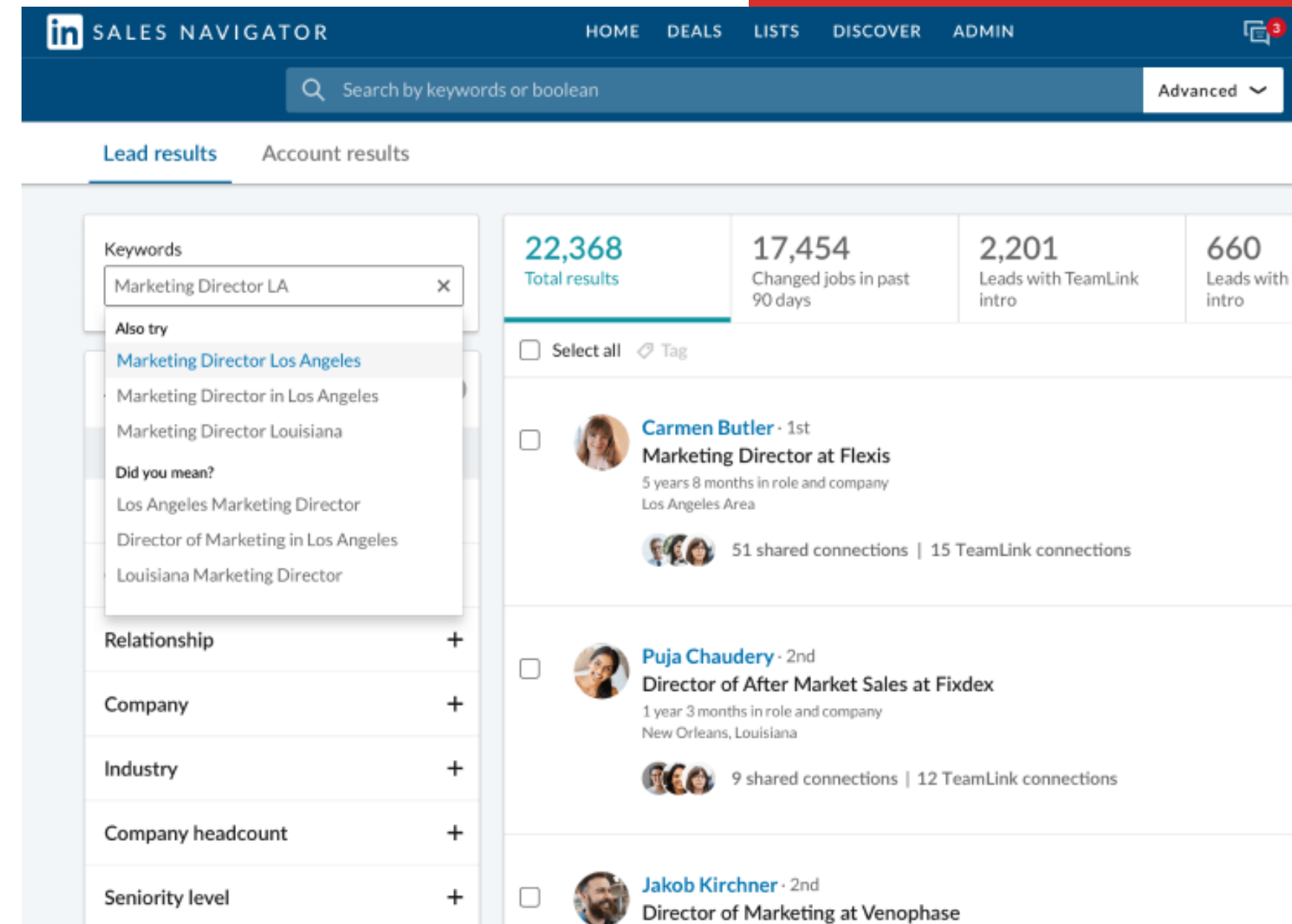
- 50 credits/month - it snowballs
- Move messages into email
- You can automate this!

 **Exact Data**

 **Email database**

IGNITE
VISIBILITY 

 **Hire Out** (email marketing agencies)



The screenshot shows the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'SALES NAVIGATOR' and links for HOME, DEALS, LISTS, DISCOVER, and ADMIN. A search bar is present with the placeholder 'Search by keywords or boolean' and an 'Advanced' dropdown. Below the navigation bar, there are two tabs: 'Lead results' (selected) and 'Account results'. The main content area displays search results for 'Marketing Director LA'. On the left, there's a sidebar with filters: Keywords (Marketing Director LA), Also try (Marketing Director Los Angeles, Marketing Director in Los Angeles, Marketing Director Louisiana), Did you mean? (Los Angeles Marketing Director, Director of Marketing in Los Angeles, Louisiana Marketing Director), Relationship (+), Company (+), Industry (+), Company headcount (+), and Seniority level (+). On the right, there's a summary box showing 22,368 Total results, 17,454 Changed jobs in past 90 days, 2,201 Leads with TeamLink intro, and 660 Leads with intro. Below this, there's a list of results with checkboxes, names, titles, and details. The first result is Carmen Butler, 1st Marketing Director at Flexis, with 51 shared connections and 15 TeamLink connections. The second result is Puja Chaudery, 2nd Director of After Market Sales at Fixdex, with 9 shared connections and 12 TeamLink connections. The third result is Jakob Kirchner, 2nd Director of Marketing at Venophase.



“ Thanks to Cleverly, our brand and web studio has generated \$25k in new business over a 3-month span.

- Giselle, Founder of Design Agency



Rated 4.8 out of 5 based on 325+ reviews on ★ Trustpilot

Get Started



LinkedIn Lead Generation Agencies

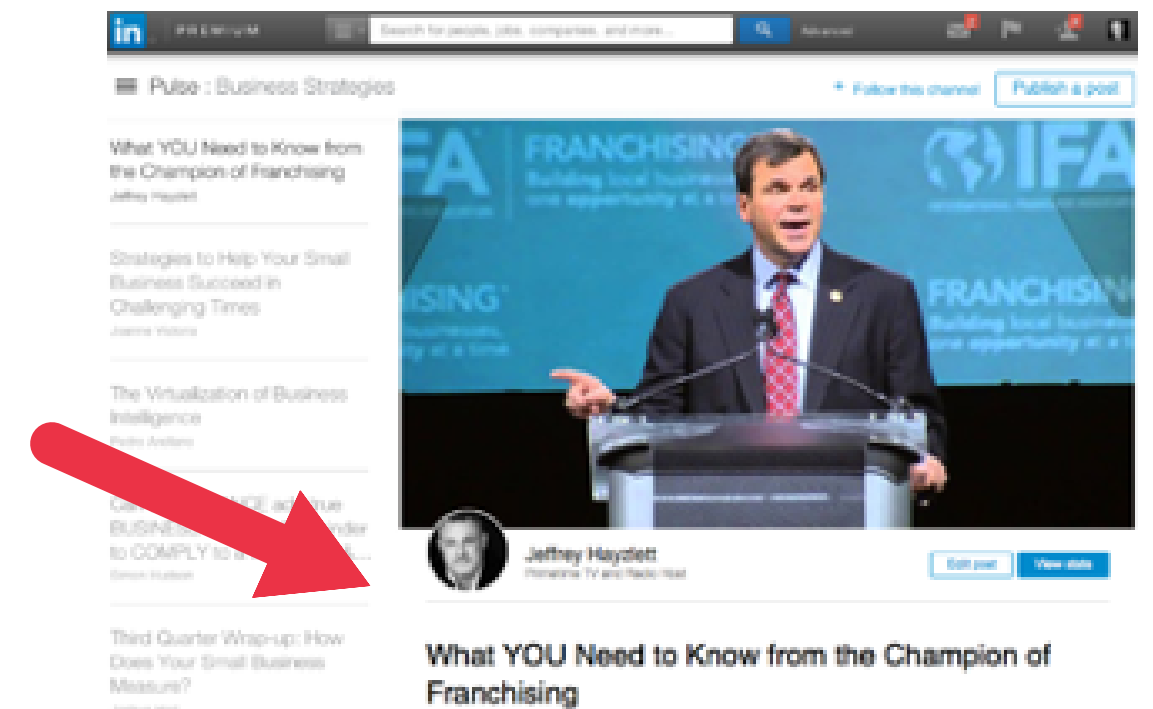
There are 3'rd party groups that will automate your appointment setting process for you as a service.

Google "LinkedIn Lead Generation Agencies"

2 Types of Campaigns/Messages:

1. Cold event outreach 2. Campaign content based (by target group)

- Podcast interview on key issues facing (insert target audience)
- Convert interviews to articles
- Share on LinkedIn
- Send to open opps (email)
- Share to LinkedIn targets
- Send follow up event message

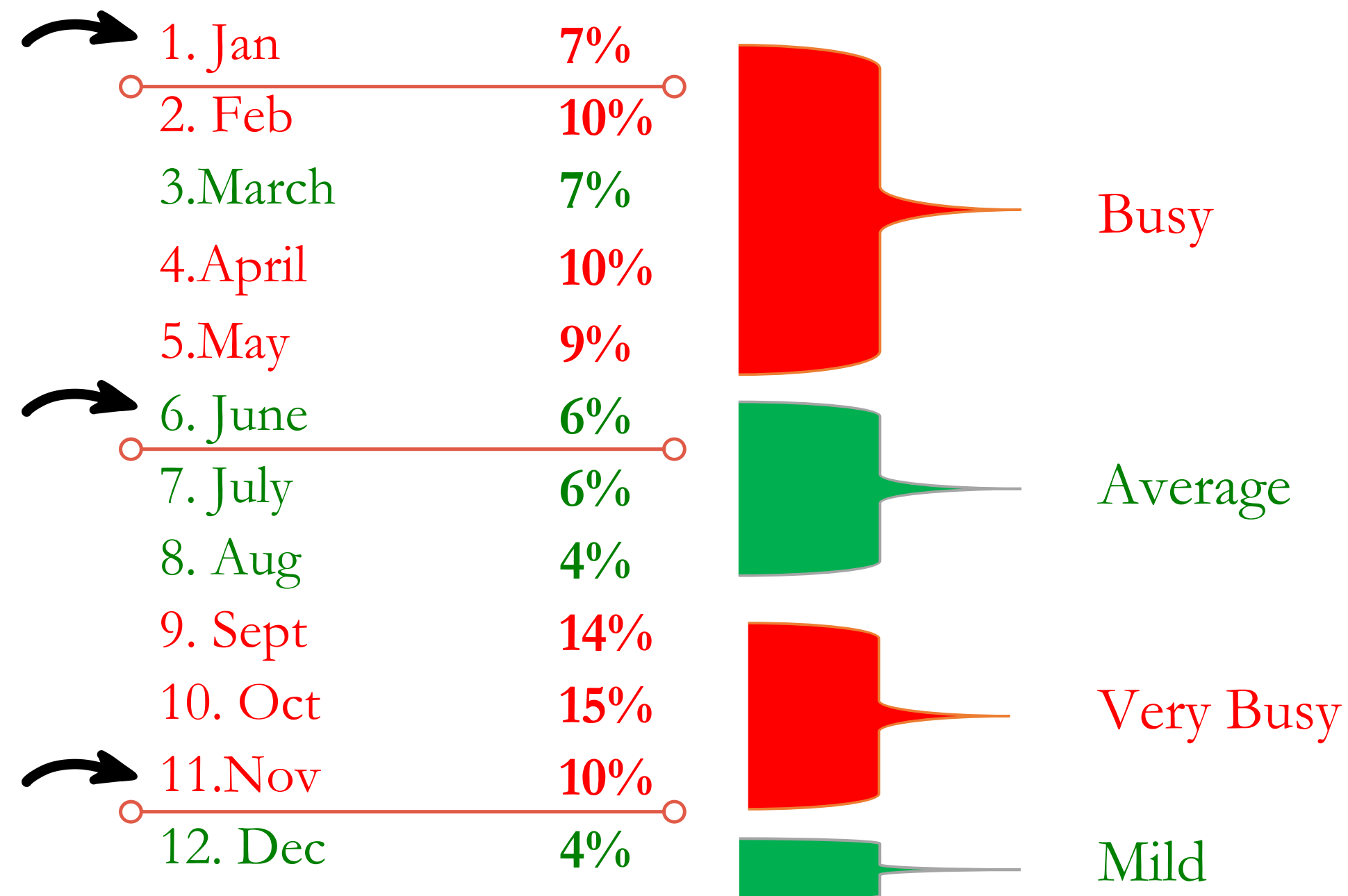


When to Launch Your Campaigns?

12 year historical average when all booking occur

HINT: Promote your biggest campaigns 3 months out from the busiest months!

3 month average sales cycle.



Advertise to your Dream List

You can directly target a certain occupation or industry by:

Typing in the specific job title/s, occupation or industry into the 'Likes & Interests' box while setting up your campaign 'Target' in Facebook.

Post your Dream list content and boost to your dream titles.

Example: Event planners in (insert industry here).

Manufacture demand by getting content in front of buyers.

FB Group hack: You can't target FB groups as an interest but you can target anyone that likes the page :)

SPEAKING: Full List of Targeted Industries	
<ul style="list-style-type: none">AccountingAirlinesAutomotiveBankingChemicalsCommercial Real EstateComputer & Network SecurityComputer HardwareComputer NetworkingComputer SoftwareConsumer ElectronicsConsumer GoodsConsumer ServicesDairyDesignElectrical/Electronic ManufacturingEntertainmentEnvironmental ServicesEvents ServicesExecutive OfficeFacilities ServicesFinancial ServicesFood & BeveragesFood ProductionFund-RaisingFurnitureGraphic DesignHigher EducationHospitalityHuman ResourcesImport and ExportIndustrial AutomationInformation Services	<ul style="list-style-type: none">Investment ManagementLeisure, Travel & TourismLogistics and Supply ChainLuxury Goods & JewelryMachineryManagement ConsultingMarketing and AdvertisingMarket ResearchMechanical or Industrial EngineeringMedia ProductionNewspapersNonprofit Organization ManagementOil & EnergyOnline MediaOutsourcing/OffshoringPackage/Freight DeliveryPackaging and ContainersPaper & Forest ProductsPharmaceuticalsPrimary/Secondary EducationPrintingProfessional Training & CoachingPublic Relations and CommunicationsPublishingReal EstateRecreational Facilities and ServicesRenewables & EnvironmentResearchRestaurantsRetailSporting GoodsSportsStaffing and Recruiting

SPEAKING: Full List of All Meeting Planner Titles & Industries	
<ul style="list-style-type: none">Meeting PlannerEvents ChairEvents Committee MemberEvents CoordinatorSpecial Events ManagerSpecial Events & Volunteer CoordinatorSenior Meeting PlannerSenior Meetings SpecialistMeetings ManagerConferences ChairMeetings ChairEvents ManagerTrade Shows SpecialistCorporate Meetings ProfessionalSpecial Events & Compliance CoordinatorMeetings AssistantConferences Center ManagerEvents ExecutivePlanner, Senior MeetingsCommunity Events ManagerConvention Planning ManagerMtg/Event PlannerGlobal Communications & Events ManagerEvents Planning ConsultantEvents Committee MemberAdministrative Meetings & PlanningPatrons Program Manager Special Events CoordinatorDirector Business Development/ConferencesDirector of Onsite EventsIndependent Special Events ConsultantTrade Shows & Events CoordinatorDirector, Global Meetings ManagementOperations Manager, Global Travel & Meetings ManagementVice President, Meetings & ExhibitsTrade Shows CoordinatorVp, EventsDevelopment Coordinator for Special EventsMarketing Director, Educational Events	<ul style="list-style-type: none">Global Events ManagerCoordinator, Meetings Rooms & ReservationsSerious Adverse Events CoordinatorConferences CoordinatorTradeshow & Events ManagerTrade Shows Logistics ManagerCoordinator, ConferencesMeetings Business AnalystSeminar ManagerSpecial Events/Mktg CoordinatorInternational Events ManagerRegional Events CoordinatorSpecial Events/Annual Fund CoordinatorGovernment Meetings ProfessionalAssistant Director of Conferences ServicesConferences Planning RepresentativeScientific Meetings CoordinatorEvents Team LeaderMedia & Special Events DirectorMarketing Manager EventsVice President Corporate EventsFundraising and Special Events ManagerDirector of Annual Giving & Special EventsSenior Board & Corporate Meeting PlannerConferences Room CoordinatorEvents CoordinatorEvents & Program Coordinator



(a full list of all speaker bureaus can be found in the resource section of your member dashboard)

STEP Three:

Promote Yourself to Media Groups Your Buyer Follows

Other groups already have done the work of organizing your dream audience.

Swap out the (book for your next event) call to action and replace with show name. Save as template and use it for every pitch for the year.



WittyParrot

Discover What Platforms Your Buyer (Already) Follows...

MEDIA OPPORTUNITIES

- 2.5 million podcasts
 - 50% of business owners listen to podcasts
 - 70% of CEOs of fortune 100 do to...
- 51 million YouTube channels
- 7k+ magazines and industry publications

When you book interviews - use as sales collateral and re-engage your target list.



That's the Process We Use to Book
Speaking Engagements!