

Speaker's Back Office

THE PDA Event Checklist

Every speaking gig is an opportunity to connect with people, boost your brand, and build your pipeline for future paid speaking gigs. Your speech and ability to deliver it is your best tool for getting future work. Once you've got your speech crafted, here are the other things you can do to really boost your presence in the marketplace before, during, and after each speech:

Pre-Event

Social media

- ☐ Use the event hashtag to start following the buzz around the event.
- ☐ Start messaging about your speech and the audience tagging the event organizer, key stakeholders, and the event hashtag.
- ☐ Create a list in your social media platforms to organize the people you are meeting online into an easy to find group later.

Video

- ☐ Create a short video intro and welcome message.
- ☐ Keep it simple -- express your excitement to be part of the event, thank the sponsor/organizer, highlight your topic and the outcomes you can help with, and encourage them to follow you.
- ☐ Share this on social using the hashtag of the event.
- ☐ Share this with the event organizer and encourage them to share with their attendees.

Key Players in the Industry

- ☐ You can often get a list of attending organizations (and sometimes even titles and names of attendees).
- ☐ Use this to reach out ahead of time on social media and invite them to your speech.
- ☐ If you are feeling really brave, ask the event organizer to introduce you to a few of them during the event (you can even include this in a speaking agreement and is one of the reasons you might reduce your fee/get value from a pro-bono gig).

At the Event

- ☐ If you can dedicate the time, spend as much time as feasible at the event beforehand.
- ☐ Meet key people in your industry, learn more about what's impacting them, invite them to your session/speech.

During Event

Your Bio

- ☐ Make sure the bio being read for you includes that you are a professional speaker who works closely with people like those in the audience. You'd be surprised how often people don't make that connection.

Connect with the Audience

- ☐ Many speakers miss the opportunity to go deeper with the audience after the speech. Not you!



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- ☐ Create an easy way for the audience to get a guide, checklist, or other resource related to your speech via text-to-download or simple web landing page.
- ☐ Capture their email address, deliver your content, and then stay in touch.
- ☐ These email addresses can also be used to request a testimonial.

Social Media

- ☐ If appropriate, encourage the audience to send messages and post pics from your speech with the event hashtag.
- ☐ This works really well with associations, but sometimes not as much with corporate audiences. Make sure to confirm with the event planner.

Networking

- ☐ Make time to be around and available after your speech. You are never more attractive to the audience then right after they've seen you on stage. Ask for referrals to other groups and organizations from people that loved your message.
- ☐ Make notes of specific people to reach out to about their events.

After Event

Referrals

- ☐ When you get back from the event, follow up with the organizer and other key people you met.
- ☐ Ask if they know anyone else that could benefit from your session.
- ☐ Ask for the referral (and at least make sure you get the name and email of the person they are referring you to so you can reach out).

Social Media

- ☐ Review all the comments, photos, and messages about your speech
- ☐ Connect with the people who engaged directly with you.
- ☐ Take a few minutes to message back and thank people for sharing.
- ☐ If you have articles, videos, or other content that is aligned with what resonated with them, share the links to help them dive deeper.
- ☐ Continue to look for connection and engagement opportunities using the event's hashtag.

Article / Blog Post

- ☐ Create a short recap of the event from your perspective to share. This highlights the event as well as the fact that you are a professional speaker.
- ☐ Share it with the event organizer.
- ☐ Use the event's hashtag to share on social media.

Testimonials

- ☐ Aim to get 3-5 testimonials from each engagement.