



Sk Helsel
& ASSOCIATES

Connecting Clients with Ideas, People, Media and Money

Evaluating a Possible Conference Presentation



(Virtual Reality Summit Keynote by Sivan Iram, General Manager of Rothenberg Ventures' River Studios).

Conferences provide one of the best business development opportunities out there. But all conferences are not created equal--and all conferences will not equally advance your career or business interests.

Having just finished designing, organizing and chairing MeckerMedia's Virtual Reality Summit program in Santa Clara, I decided to share insights with my loyal readers on how to evaluate an event as a potential speaker. I serve clients both sides of the event podium--as event organizer and as strategic communication expert for speakers and exhibitors.

13 Criteria By Which to Evaluate a Potential Speaking Opportunity:

1) The event's targeted niche and the alignment with your goals. Do the event's themes, market, demographics, and geographic concentration align with your business objectives? Will you meet the people and companies you need to move your business forward?

2) The organizer's reputation and past performance with similar events.

2) Session topics. Are the topics current, are the sessions addressing near-future and future issues? You want an event to be a bit ahead of its time but not too much out on the horizon.

3) Confirmed speakers. Will you be in the company of stars or unknowns? You want to be on a program with speakers with a solid reputation.

Updates:

"If I was down to my last dollar I'd spend it on PR."

~Bill Gates



[Attend the upcoming Virtual Reality Summit in New York City, April 11-12, 2016.](#)



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Strategic Communication Defined:

Strategic communications is the critical thinking and vision required to inform

4) Attendees, number anticipated and demographics. It's not only about the numbers but also about the quality of attendees.

5) Networking opportunities. Are there enough scheduled times to meet and network with attendees and speakers?

6) The marketing and advertising campaign to be conducted by the organizer. Is it robust enough? Is the marketing targeted to your audiences?

7) Sponsorships of the event. What's the quality of the sponsors? An excellent event will have top-notch sponsors who are putting their money on the line for an event.

8) Publication/Media Partnerships. These increase the reach of the event and your potential audience. Are the partnering publications in your business sector?

9) Public Relations/Media Support. Does the organizer have a PR representative on site to coordinate with the media? Will the organizer assist your PR efforts and share media lists?

10) Organizer's support of speakers. For example, you want to see professional AV backup on-site

11) Costs to you as speaker. Are the travel and lodgings costs reasonable for your expected return as a speaker?

12) Preparation work. What kinds of visuals are you expected to furnish? How much time will it take to prepare? Will you have professional AV support for setup and during the speech?

13) Timing for your business. Will you be, or can you be coordinating with a major announcement?

CONTACT ME IF YOU NEED TO MAKE A DECISION ABOUT WHETHER TO SOLICIT OR ACCEPT AN INVITATION FOR A CONFERENCE PRESENTATION. I CAN HELP YOU DETERMINE THE VALUE THE PRESENTATION WILL BRING YOUR BUSINESS.

Stay tuned for the next issue of my SK newsletter. I'll be giving you an update on strategic communications from the frontlines of our global economy.

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and persuade an organization's stakeholders to act in a desired way in order to implement business goals. Communications must be managed strategically, targeted carefully and integrated seamlessly. Strategic communication depends on the systematic research, analysis, and insight prior to the execution of tactics, and a thorough evaluation and measurement of the results.

Source:
Columbia University

The Need for Strategic Communication in Global Trade

J.P. Morgan and the Brookings Institute recently engaged in a Global Cities Initiative and released a series of reports designed grow global trade. A key issue revealed by those reports is the need to "Tell the Story," to cut through the noise, ESTABLISH A CLEAR MESSAGE, and create global communications between all audiences vital to the trade corridors and ports of entry.

SK Helsel & Associates is here to help you tell your story.

