

CEMA Summit 99

## Make the Most of Your Conference Opportunities

Jack Powers, Conference Chairman  
Penton Media's INTERNET WORLD

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### Brief Intro

- ◆ Speaker, writer, teacher
- ◆ Exhibitor, board member
- ◆ Internet World conferences
  - NY, Chicago, Los Angeles, Toronto
  - 7,000 to 8,000 attendees per year
  - 400+ speakers, 220 topics per show

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### Agenda

- ◆ Conference goals
- ◆ Driving the process
- ◆ Measuring the outcome

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### Conference Goals

- ◆ Mindshare
  - What's new
- ◆ Buzz
  - What's hot
- ◆ Validation
  - Who's for real
- ◆ Ego
  - Who's who

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### Conference audiences

- ◆ Top demographic
- ◆ Investing time, money and attention
  - For their businesses
  - For their careers
- ◆ Your motivated prospects
- ◆ My customers

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### Driving the process

- ◆ Working the curriculum
- ◆ Picking speakers and topics
- ◆ Getting booked
- ◆ Making a big impact

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### Successful practitioners

- ◆ Experts and evangelists
- ◆ In-house conference managers
  - With enough time, staff -- and clout
- ◆ Outside PR firms and speakers' bureaus

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### Working the curriculum

- ◆ Advisory boards
  - Hands-on, hands-off
  - Association members
- ◆ Editors and experts
  - Session chairs
- ◆ Clerks

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Fall INTERNET WORLD Curriculum Sketch  
<http://events.internet.com/fall99/sketch.html>

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### Picking speakers & topics

- ◆ Call for papers internally
- ◆ Meet with exhibiting groups
- ◆ Develop your stars
  - Interest area experts
  - Impressive biographies
  - Great presentation skills
  - Ongoing PR support

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### Time scales

- ◆ Call for papers **July 30**
  - six weeks later ...
- ◆ Speaker deadline **Sept 13**
  - five weeks later ..
- ◆ Brochure to printer **Oct 22**
  - five and a half months later ...
- ◆ Show opens **Apr 3**

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### Getting booked

- ◆ Follow the process
- ◆ Work outside the process
- ◆ Deliver turnkey solutions
- ◆ Keep it credible

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### What not to submit

- ◆ Product demos and sales puffs
- ◆ Bogus problem/solution setups
- ◆ Generic fluffs
- ◆ Way-off-topic diversions
- ◆ That “vision” thing

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### What everybody wants

- ◆ Targeted topics
- ◆ Great titles, sharp descriptions
- ◆ Highly rated stars with credibility
- ◆ Ready-made panels
  - Happy users

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INTERNET WORLD Speaker Proposal Form  
<http://events.internet.com/speaker.html>

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### Making a big impact

- ◆ Pack the house
  - Promo the appearance
  - Bring the press
- ◆ Maximize speaker face-time
  - Receptions and events
  - Additional panel appearances
  - After-conference session

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[events.internet.com/background.html](http://events.internet.com/background.html)

### 10 Commandments

1. No pitching
2. Read the brochure
3. Be on time
4. Be readable
5. Keep the energy up

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### 10 Commandments

6. Build a story
7. Be clear and cliché-free
8. Get out of the room (virtually)
9. Dress nice
10. Follow-up

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## Measure the results

- ◆ **Mindshare**
  - Exhibit-side demos
- ◆ **Buzz**
  - News coverage
- ◆ **Validation**
  - Tracked customers
- ◆ **Ego**
  - Pumped execs

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## Measure the speaker

- ◆ Audience size
- ◆ Attendee evaluations
- ◆ Ranking

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## Jack Powers

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