Make the Most of Your Conference Opportunities

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Penton Media’s INTERNET WORLD

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

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

Conference Goals
- Mindshare
  - What’s new
- Buzz
  - What’s hot
- Validation
  - Who’s for real
- Ego
  - Who’s who

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

Driving the process
- Working the curriculum
- Picking speakers and topics
- Getting booked
- Making a big impact
Successful practitioners
- Experts and evangelists
- In-house conference managers
  - With enough time, staff -- and clout
- Outside PR firms and speakers’ bureaus

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

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

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

Getting booked
- Follow the process
- Work outside the process
- Deliver turnkey solutions
- Keep it credible
What not to submit

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

What everybody wants

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

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

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

10 Commandments

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

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
Measure the results
- Mindshare
  - Exhibit-side demos
- Buzz
  - News coverage
- Validation
  - Tracked customers
- Ego
  - Pumped execs

Measure the speaker
- Audience size
- Attendee evaluations
- Ranking

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