

# IMPACT!

“Linking Companies to their Communities”

## ! *Speaking Opportunities II*



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Call us.  
Begin to  
make an  
IMPACT!  
today.

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**Speaking Opportunities.** . . . A fast, easy, and cost-effective way to be recognized as an “expert in your field or industry”.

For some public speaking can be intimidating, but it is a powerful “marketing tool” for a wide audience.

In my last newsletter, I spoke about how to create these speaking opportunities. In this issue, I want to share with you strategies on **how to really capitalize on your presentation.**

It is extremely time consuming and stressful to “fill the room” and self-promote your presentation, so look for speaking opportunities where your target audience is already present and waiting for you!

Once a meeting has been confirmed:

- Send information piece to the contact person;
- Submit the date, time, and topic of your presentation to the calendar sections of your local newspapers;
- Submit a press release to all local newspapers announcing where, when, and to whom you are giving your program.

At the program:

- Handout “take away” and “marketing tools”;
- Have someone take a photograph of you giving the presentation.

**Don't stop here!**

There are more opportunities to gain even further exposure of your knowledge and acuity.

**After the program:**

- Submit photo caption of event to newspapers;
- Send thank you letter to contact person and follow-up letter or call to those you spoke with.

Press exposure, with a photograph of you presenting your program, is an important component in the speaking opportunity strategy.

Many business people know something about public relations (publicity) and media exposure, but the majority don't understand the full benefits of “publicity placements” or how to generate them successfully. The majority of “news” in the B, C, D, etc. sections of print media are generated from publicity efforts and not from advertisements.

The media is always in search of “human interest” stories and readily accept stories or short clips with photographs. As a newspaper reader, do you often just gloss over long stories and read only the headlines and photo “captions”?

Submitting a high quality digital full color photograph is worth a 1,000 words and could be worth \$1,000s in new customers and clients!

**[Contact IMPACT! today](#)**

Let **IMPACT!** help coordinate your Speaking Opportunities.

Start building your credibility and visibility to your target market!

## Make an **IMPACT!** in 2007

**Make an IMPACT! with  
“Customized Communications”**

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
“Messages that Matter”**

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

**Understand how to better  
IMPACT! your customers**

**IMPACT!** facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.