

Maximize your Impact: *Post-Event Strategies for Speakers*

Guide for Emerging Speakers

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Did You Know That 31 out of 32 Speakers Fail?

That's right! 31 out of every 32 speakers who try to launch a speaking business fail — because they don't understand that speaking is a sophisticated *business*.

For an emerging speaker like you who is trying to get a speaking career off the ground, understanding the industry dynamics is crucial. Successful speakers understand that being found (and seen) by meeting planners is key to their success. A proven strategy involves building a reputation by speaking to as many audiences as possible, often for minimal or no direct fees. This guide provides innovative strategies for gaining valuable compensation beyond direct payments as you enhance your reputation and a demand for your speaking services.

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Don't let obscurity be your downfall. SpeakerMatch helps emerging speakers catapult their speaking careers by making sure you're noticed by people seeking speakers. **It's not possible for a meeting planner to book you if they don't know you exist.** We make sure they do.

We know that speaking is not just about delivering a great session; it's about building a sustainable business. SpeakerMatch is committed to your long-term success, providing continuous educational resources to refine your skills and enhance your business savvy. Grow your audience, and your revenue, by mastering the business of speaking.

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Introduction

Extend the impact of your speaking engagements with actionable steps to follow up with your audience, leverage the event for future opportunities, and continue building your reputation. Ensure your efforts don't end when you leave the stage. Post-event strategies are crucial for sustaining and growing your speaking career. This guide will provide you with the insights and strategies needed to effectively follow up after events, gather valuable feedback, leverage media, secure future engagements, and build lasting relationships.

We'll begin by discussing how to follow up with event organizers and attendees to maintain connections. Gathering feedback is essential for improving future presentations, and we'll explore the best ways to collect and utilize this feedback. Leveraging media from your event can enhance your portfolio, and we'll provide tips on how to effectively use photos, videos, and social media mentions.

Securing future engagements is another critical aspect, and we'll cover strategic follow-up techniques to turn your current event into future opportunities. Finally, building relationships with key contacts made during the event is crucial for long-term success. By mastering these post-event strategies, you can ensure your speaking engagements have a lasting impact and continue to grow your career.

1. Effective Follow-Up

Following up after an event is essential for maintaining connections and fostering relationships that can lead to future opportunities. Start by sending personalized thank-you emails to event organizers and key contacts within 24-48 hours of the event. Express your gratitude for the opportunity to speak and highlight specific aspects of the event that you appreciated.

In your follow-up emails, include a summary of your presentation and any key points that were particularly well-received. This not only reinforces your message but also provides a valuable takeaway for the recipients. Offer to provide additional resources or answer any questions they may have. This shows your willingness to continue the conversation and provide ongoing value.

Connect with attendees on social media platforms like LinkedIn. Send personalized connection requests, mentioning the event and expressing your interest in staying in touch. Engaging with attendees on social media allows you to build your network and maintain visibility long after the event has ended. Share relevant content and updates to keep your audience engaged and informed.

Consider sending a follow-up survey to gather feedback from attendees. Ask for their thoughts on your presentation, what they found most valuable, and any suggestions for improvement. This not only helps you gather valuable insights but also demonstrates your commitment to continuous improvement and providing value to your audience.

Schedule follow-up calls or meetings with key contacts to discuss potential collaborations or future speaking opportunities. Use these

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conversations to explore how you can support their goals and provide value. Building strong relationships through regular follow-up can lead to ongoing opportunities and long-term success.

2. Gathering Feedback

Collecting feedback after your speaking engagements is crucial for improving your presentations and ensuring you continue to meet the needs of your audience. Start by requesting feedback from event organizers and key contacts. Ask for their honest opinions on your performance, including what worked well and areas for improvement. This direct feedback can provide valuable insights into how you can enhance your presentations.

Use feedback forms or surveys to gather input from attendees. Distribute these forms immediately after your presentation or send them via email shortly after the event. Keep the surveys concise and focused, asking specific questions about different aspects of your presentation, such as content, delivery, and engagement. This structured approach can help you gather actionable feedback.

Consider conducting follow-up interviews with a few select attendees or event organizers. These one-on-one conversations can provide deeper insights into their experiences and offer more detailed feedback. Use these interviews to explore specific areas in more depth and gain a better understanding of your audience's needs and expectations.

Analyze the feedback you receive to identify common themes and areas for improvement. Look for patterns in the responses to understand what aspects of your presentation were most effective and what areas need enhancement. Use this analysis to make targeted improvements to your content, delivery, and engagement strategies.

Share the feedback you receive with your team or mentor for additional perspectives. Collaborative feedback analysis can provide new insights



and help you develop a more comprehensive improvement plan. Use the feedback to set specific goals for your next presentation and track your progress over time.

3. Leveraging Media

Leveraging media from your speaking engagements is an effective way to enhance your portfolio and showcase your expertise. Start by collecting high-quality photos and videos from the event. These can include shots of you speaking, interacting with the audience, and participating in event activities. High-quality visuals can capture the energy and impact of your presentation, making them valuable assets for your portfolio.

Edit and upload these photos and videos to your website and social media profiles. Create a dedicated section on your website to showcase your speaking engagements, including a gallery of images and a selection of video highlights. Ensure that the visuals are professionally edited and well-organized to present a polished and professional image.

Share these visuals on your social media platforms to increase visibility and engagement. Post event highlights, behind-the-scenes photos, and video clips to give your audience a glimpse of your speaking engagements. Tag the event organizers, attendees, and any other relevant parties to increase reach and encourage sharing. Use relevant hashtags to further boost visibility and attract a broader audience.

Utilize social media mentions and testimonials from the event to build credibility. Share positive feedback and quotes from attendees on your website and social media profiles. Highlight any social media posts where you were tagged or mentioned, and engage with those posts to show appreciation and build relationships.

Create a highlight reel or a promotional video using the footage from your speaking engagements. This video can be used to promote your



services to potential clients and event planners. Ensure that the video showcases your key messages, presentation style, and audience engagement. A well-crafted highlight reel can serve as a powerful marketing tool to attract more speaking opportunities.

4. Securing Future Engagement

Securing future engagements is a key goal of post-event follow-up. Start by expressing your interest in future opportunities in your thank-you emails to event organizers and key contacts. Mention that you enjoyed speaking at their event and would love to discuss potential opportunities for future collaborations.

Follow up with event organizers a few weeks after the event to keep the conversation going. Share any positive feedback you received from attendees and highlight the impact of your presentation. Use this follow-up as an opportunity to propose ideas for future engagements, such as speaking at their next event or offering a workshop.

Leverage the connections you made during the event to explore new opportunities. Reach out to attendees and key contacts to discuss potential collaborations. Use your follow-up conversations to understand their needs and offer tailored solutions. Building strong relationships can lead to referrals and recommendations for other speaking engagements.

Keep your network informed about your availability and upcoming engagements. Regularly update your website and social media profiles with your speaking schedule and availability. This keeps you top-of-mind for event organizers and potential clients who may be looking for speakers.

Consider offering special incentives for repeat engagements or referrals. For example, you could offer a discount for event organizers who book you for multiple events or provide a referral bonus for any successful <https://speakermatch.com/speakers>



introductions. These incentives can encourage event organizers to rehire you and refer you to others, helping you secure more opportunities.

5. Building Relationships

Building and maintaining strong relationships with key contacts is crucial for long-term success in the speaking industry. Start by identifying the key contacts you made during the event, including event organizers, other speakers, and influential attendees. Prioritize these contacts and develop a plan to nurture these relationships over time.

Stay in touch with your key contacts through regular follow-up. Send periodic emails to check in, share relevant updates, and offer support. Personalize your communications to show genuine interest in their work and well-being. Consistent follow-up helps keep your relationships strong and fosters mutual trust and respect.

Engage with your key contacts on social media. Follow them on platforms like LinkedIn, Twitter, and Instagram, and actively engage with their content. Like, comment, and share their posts to show your support and stay connected. Social media engagement helps you maintain visibility and strengthens your professional network.

Offer value to your key contacts whenever possible. Share useful resources, introduce them to other relevant contacts, or invite them to collaborate on projects. Providing value helps reinforce your relationships and makes you a valuable connection in their network.

Attend industry events and conferences where your key contacts are likely to be present. Use these opportunities to reconnect in person, strengthen your relationships, and explore new collaboration opportunities. Building strong, face-to-face connections can significantly enhance your professional relationships and open doors to new opportunities.

BONUS TIP: Practice, Practice, Practice!

The **ONLY** way to build a truly successful speaking business is to get out there and do what you do best — **SPEAK!** Remember that even the top-level professional speaker will speak for free to try out new material, market themselves, and just stay fresh. Don't let the lack of a speaking fee be an obstacle to your building a successful business.

Practice is the cornerstone of a thriving speaking career. Whether you're refining your delivery, testing new material, or simply staying sharp, consistent speaking engagements are essential. Even seasoned professionals understand the value of speaking for free to cultivate their skills, expand their reach, and remain relevant in a competitive industry.

Key Strategies for Success:

Continuous Improvement: Treat every speaking opportunity as a chance to refine your skills and enhance your performance. Seek feedback, evaluate your delivery, and strive for continuous improvement with each engagement.

Test New Material: Experiment with fresh content and innovative ideas, even if it means speaking for free. These opportunities allow you to gauge audience reactions, fine-tune your message, and discover what resonates most effectively.

Market Yourself: Use free speaking engagements as a platform to showcase your expertise and expand your visibility within your target



audience. Leverage each opportunity to network, build relationships, and attract future paid speaking engagements.

Stay Flexible: Embrace the fluidity of the speaking industry and be willing to adapt to changing circumstances. While speaking fees are important, don't let the absence of monetary compensation deter you from pursuing valuable opportunities to grow your business.

Remember: Success in the speaking industry is built on a foundation of practice, persistence, and continuous learning. By seizing every opportunity to hone your craft, you position yourself for long-term success and fulfillment as a professional speaker.

SUMMARY:

Maximize your Impact

Effective Follow-Up: Effective follow-up involves sending personalized thank-you emails, connecting on social media, using follow-up surveys, and scheduling follow-up calls or meetings. Maintaining connections through regular follow-up can lead to future opportunities.

Gathering Feedback: Gathering feedback includes requesting feedback from event organizers and attendees, using feedback forms or surveys, conducting follow-up interviews, analyzing feedback, and sharing insights with your team. This process helps you improve your presentations and meet audience needs.

Leveraging Media: Leveraging media involves collecting high-quality photos and videos, uploading them to your website and social media, sharing visuals on social platforms, utilizing social media mentions, and creating a highlight reel. These strategies enhance your portfolio and increase visibility.

Securing Future Engagements: Securing future engagements includes expressing interest in future opportunities, following up with event organizers, leveraging connections, keeping your network informed, and offering incentives for repeat engagements or referrals. Strategic follow-up can turn current events into future opportunities.

Building Relationships: Building relationships involves identifying key contacts, staying in touch through regular follow-up, engaging on social media, offering value, and attending industry events. Strong



relationships with key contacts are crucial for long-term success and new opportunities.

By mastering these post-event strategies, you can extend the impact of your speaking engagements, build a strong professional network, and secure ongoing opportunities for growth and success in your speaking career. This guide provides you with the tools and strategies needed to maximize your impact and ensure your efforts continue long after you leave the stage.

What are you talking about?
What ***are*** you talking about?
What are ***you*** talking about?
What are you ***talking*** about?
What are you talking ***about***?

No matter how you say it, SpeakerMatch
can help you connect with the right audience.



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