

7 ways to maximize impact & R.O.I at your next event

aussiespeakersusa.com

**BRILLIANT
EVENTS
SHOULDN'T
BECOME
FORGOTTEN**

say no to forgotten events

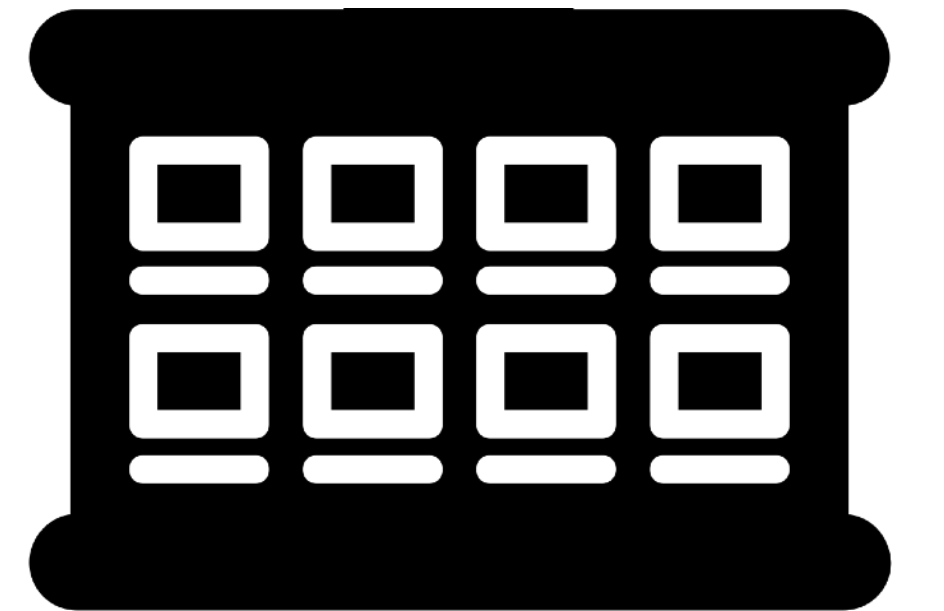
If you could
maximize the
impact and R.O.I
of your next
event,
how valuable
would it be?

7 ways to maximize impact & R.O.I for your next event

1. start before the event



2. storyboard your event



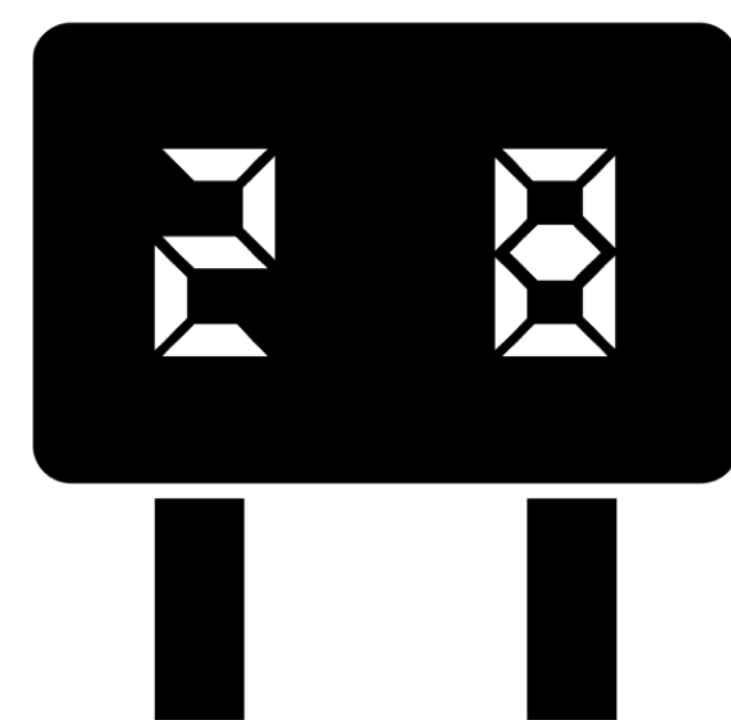
3. use communication catalysts



4. share stories of a better you



5. gamify your event



6. use micro learning



7. use self reflection coaching



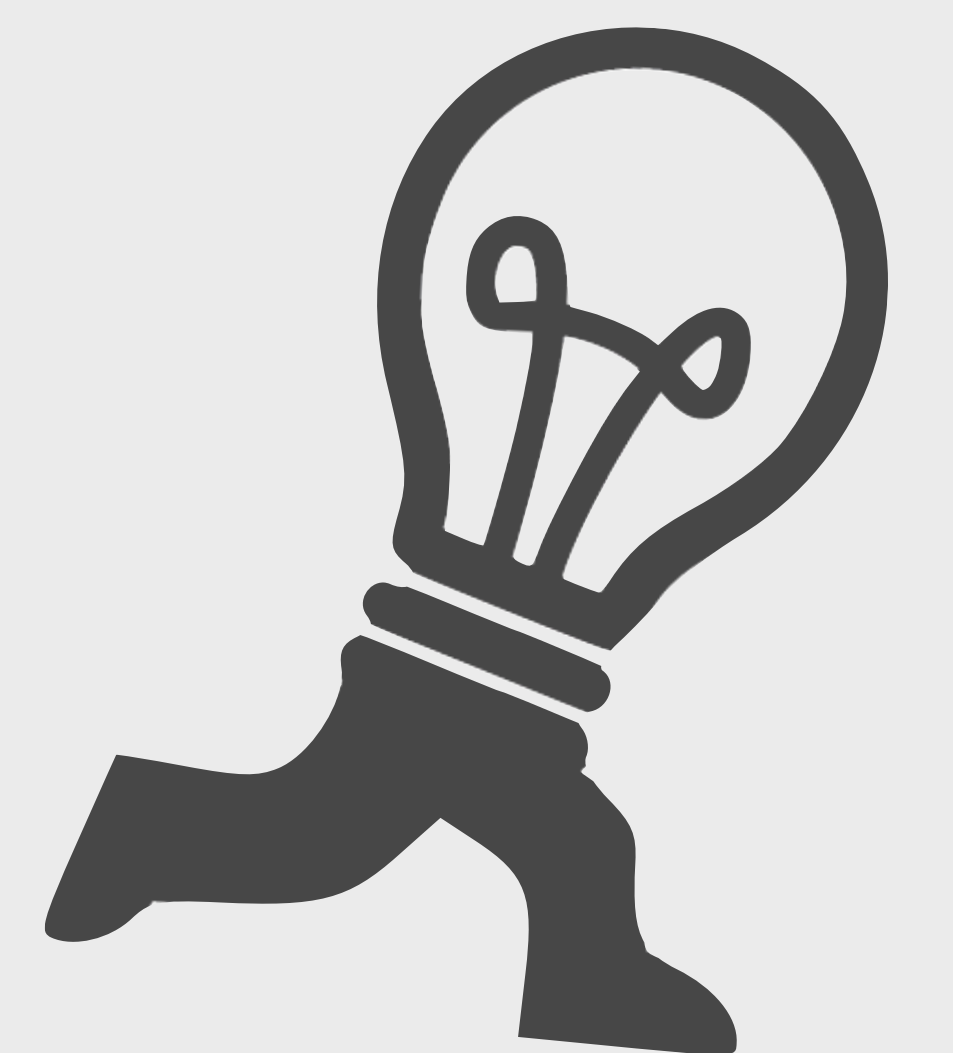
How to turn up the impact

Discover an event frustration that up until now no one has thought to solve before.

Create lots of golden ideas that not only solve the frustration but create surprise & delight.

Be clear of the type of change you are trying to create and for who that might be. Start adding value to create that change and create trust.

Build a compelling story about your event and share it with those you have been already helping to change.



1. engage your audience long before the event starts

“what’s the biggest challenge you’re facing...”



asking
questions

“we can’t wait to see you at...”



surprise
mail out



speaker
messages

peritijs
rapport

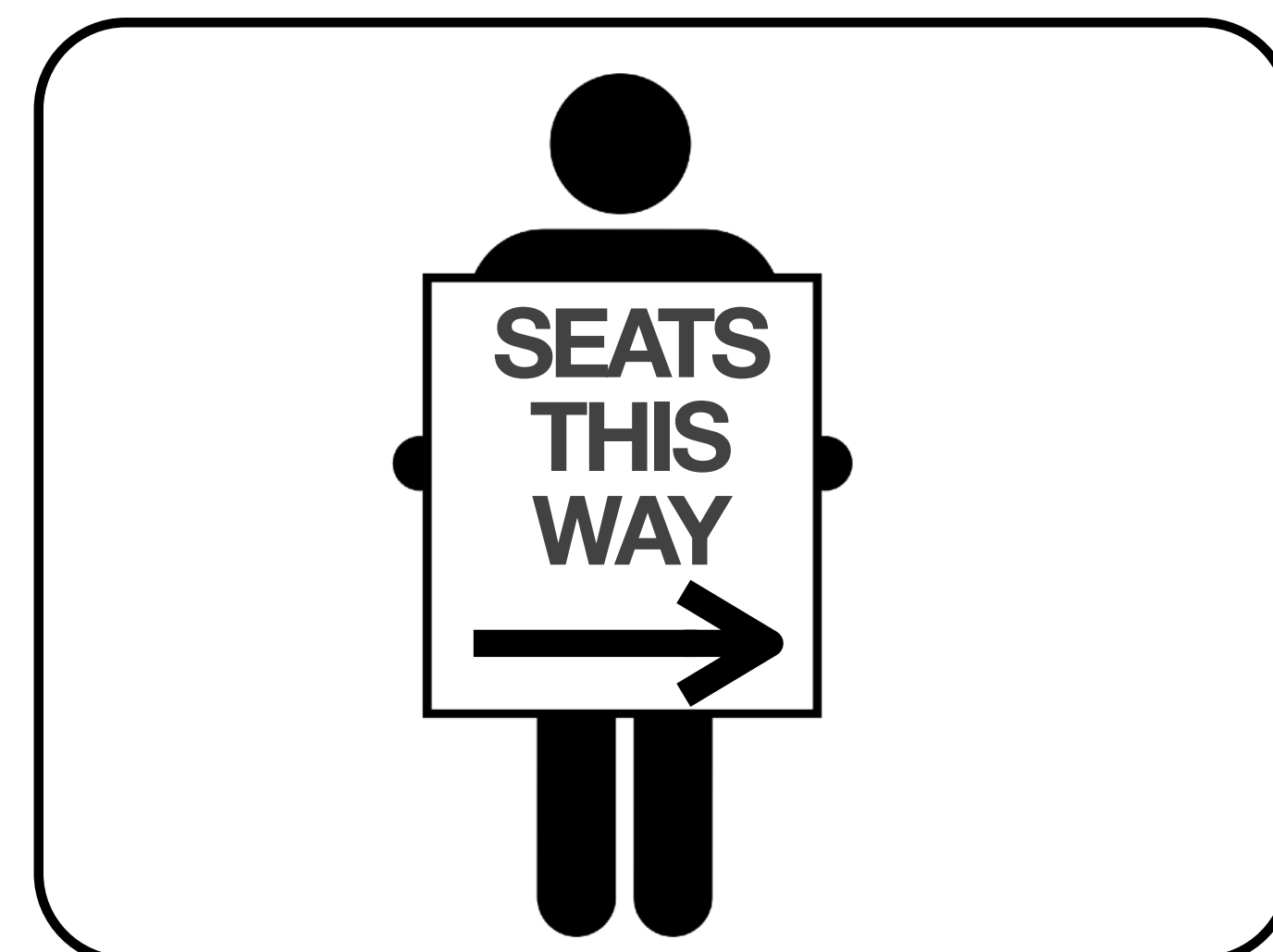
evenement

2 Storyboard your event

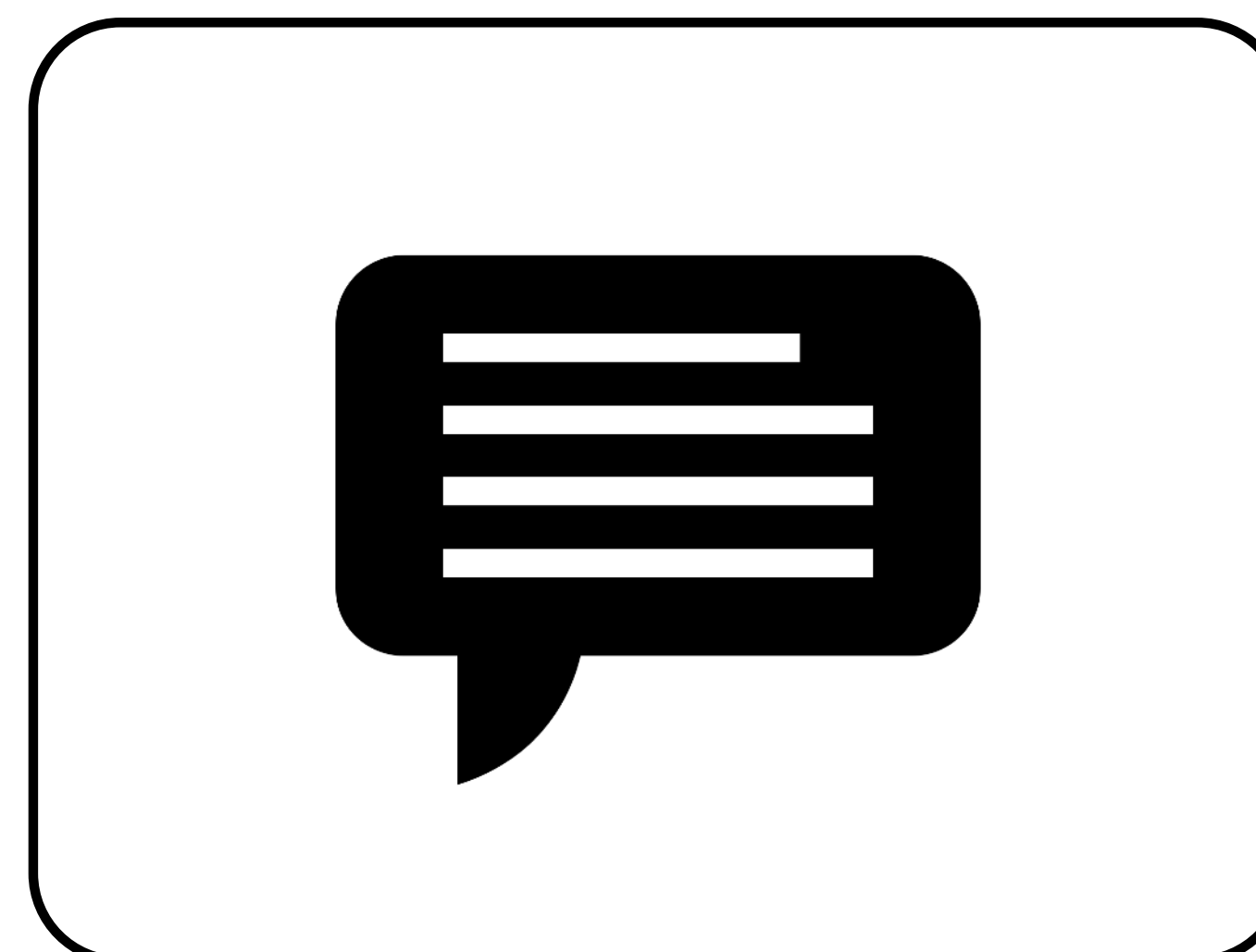
CREATE A STORYBOARD
THAT ENSURES YOU DESIGN
AN INCREDIBLE EXPERIENCE
FOR EVERY TOUCH POINT



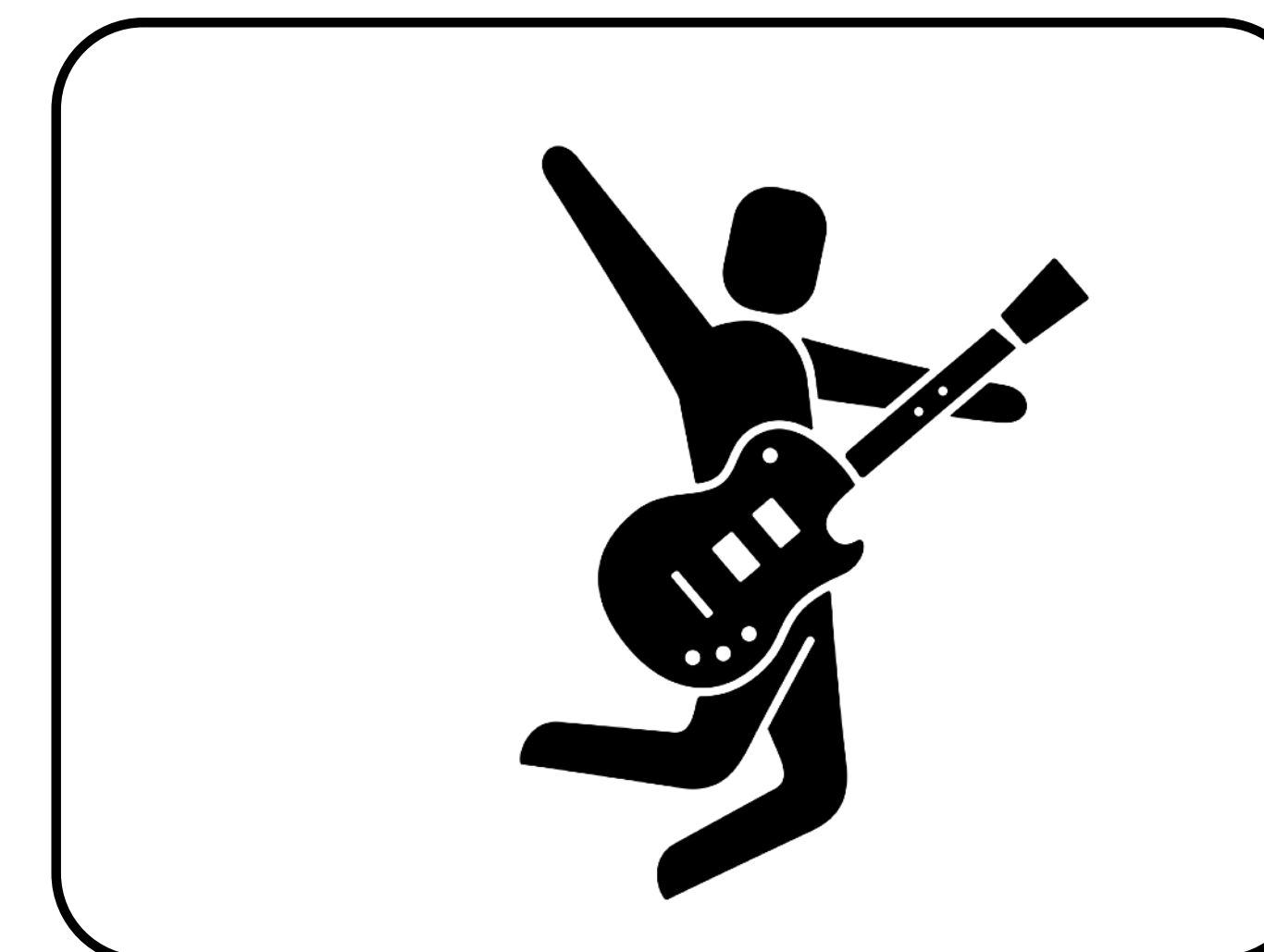
touch point 1:
announce event about to start



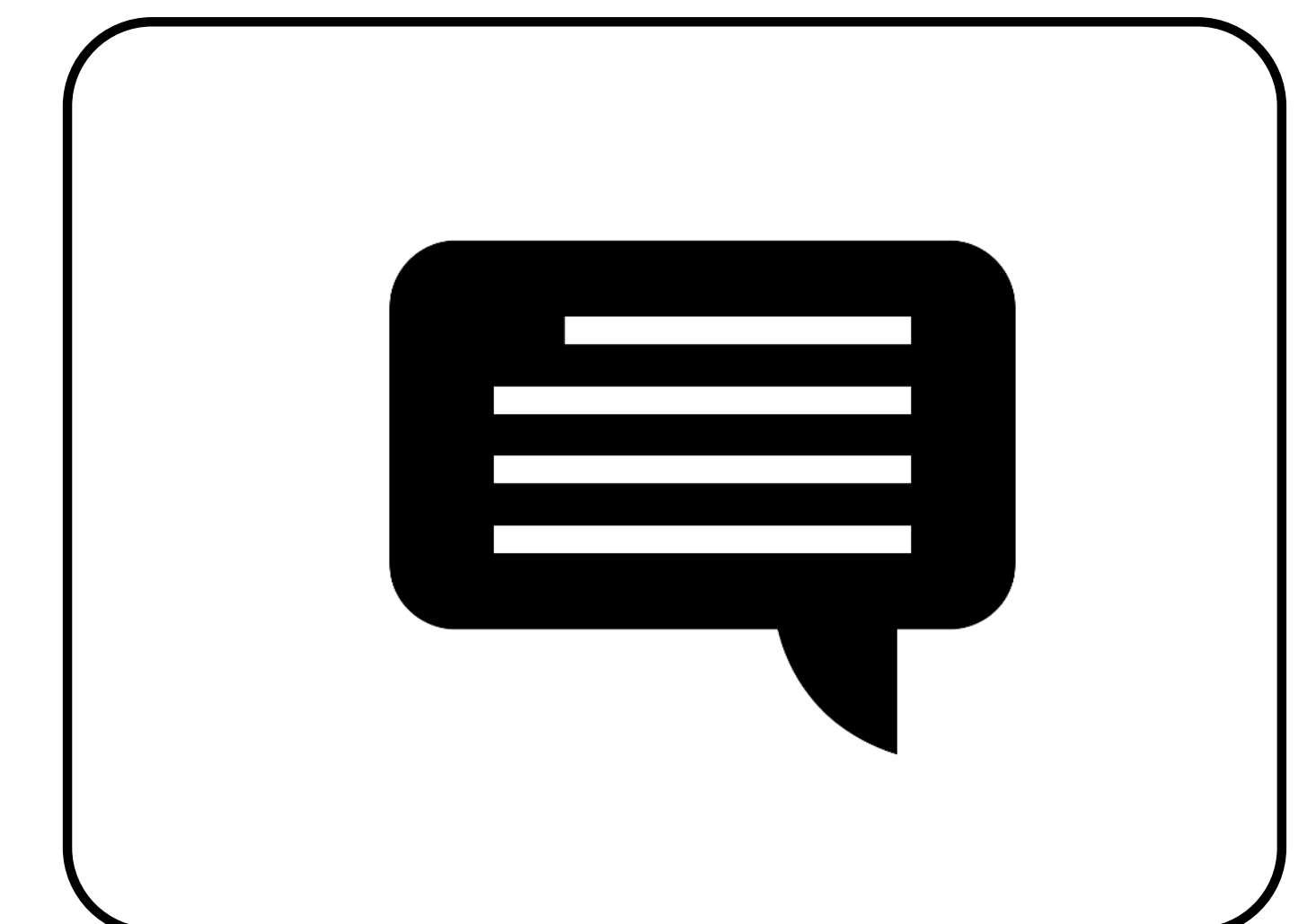
touch point 2:
usher people to seating



touch point 3:
voice of god announcement
of first act



touch point 4:
opening entertainment act



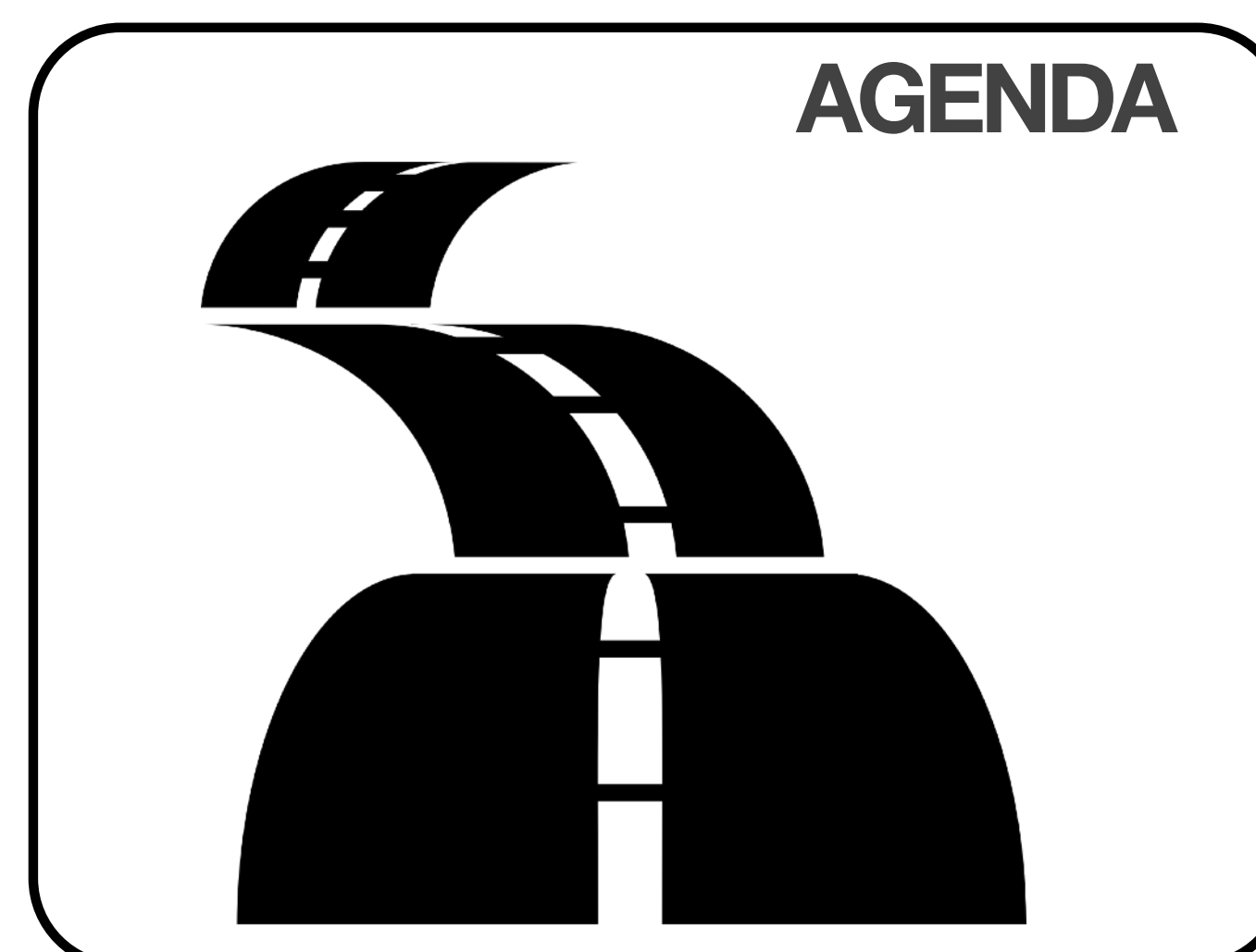
touch point 5:
voice of god introducing MC



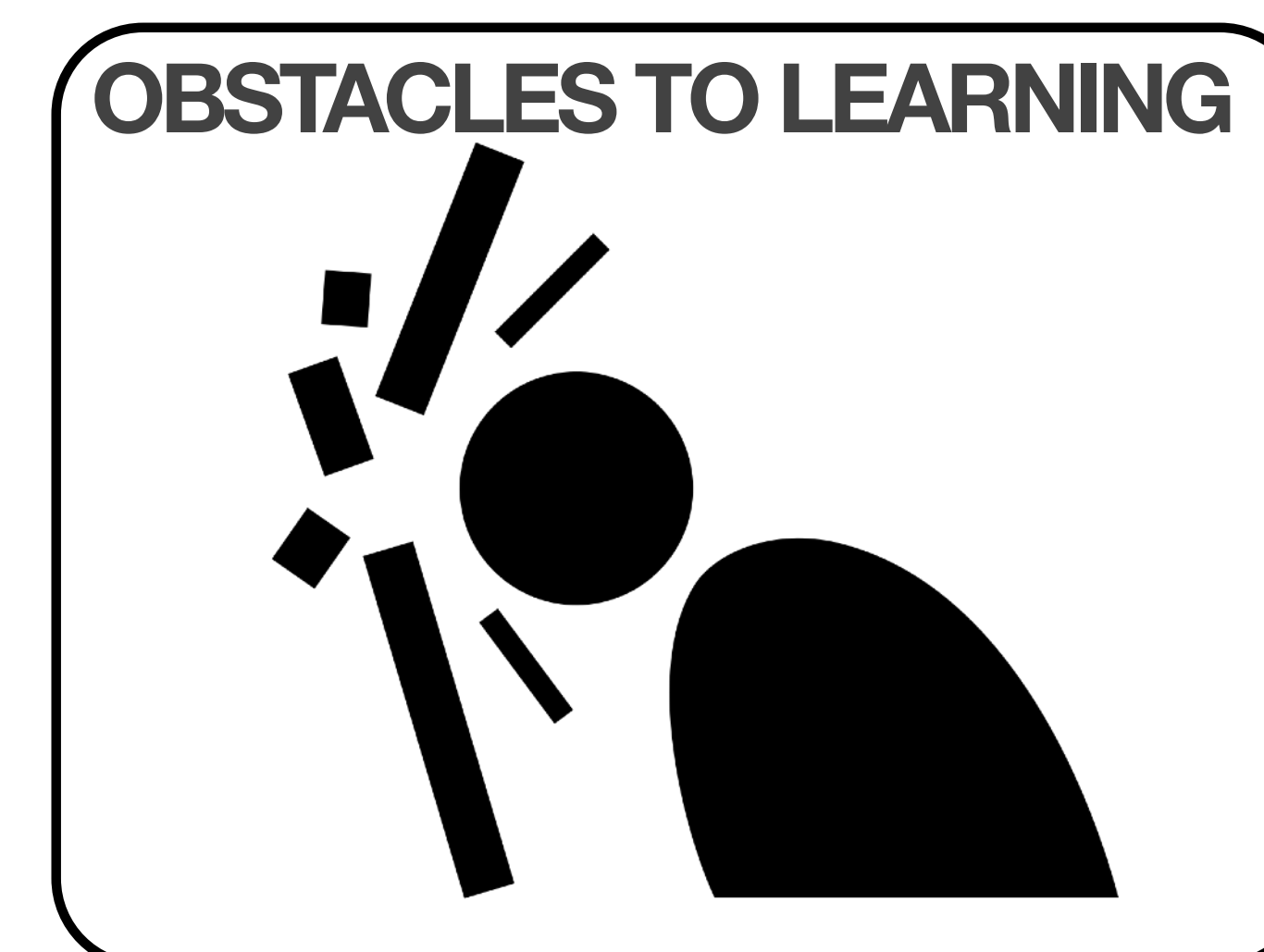
touch point 6:
MC welcomes everyone to event



touch point 7:
MC talks about maximising
learning transfer of day



touch point 8:
MC talks about agenda & joinery
they will take fo the day



touch point 9:
MC talks about key learning
obstacles



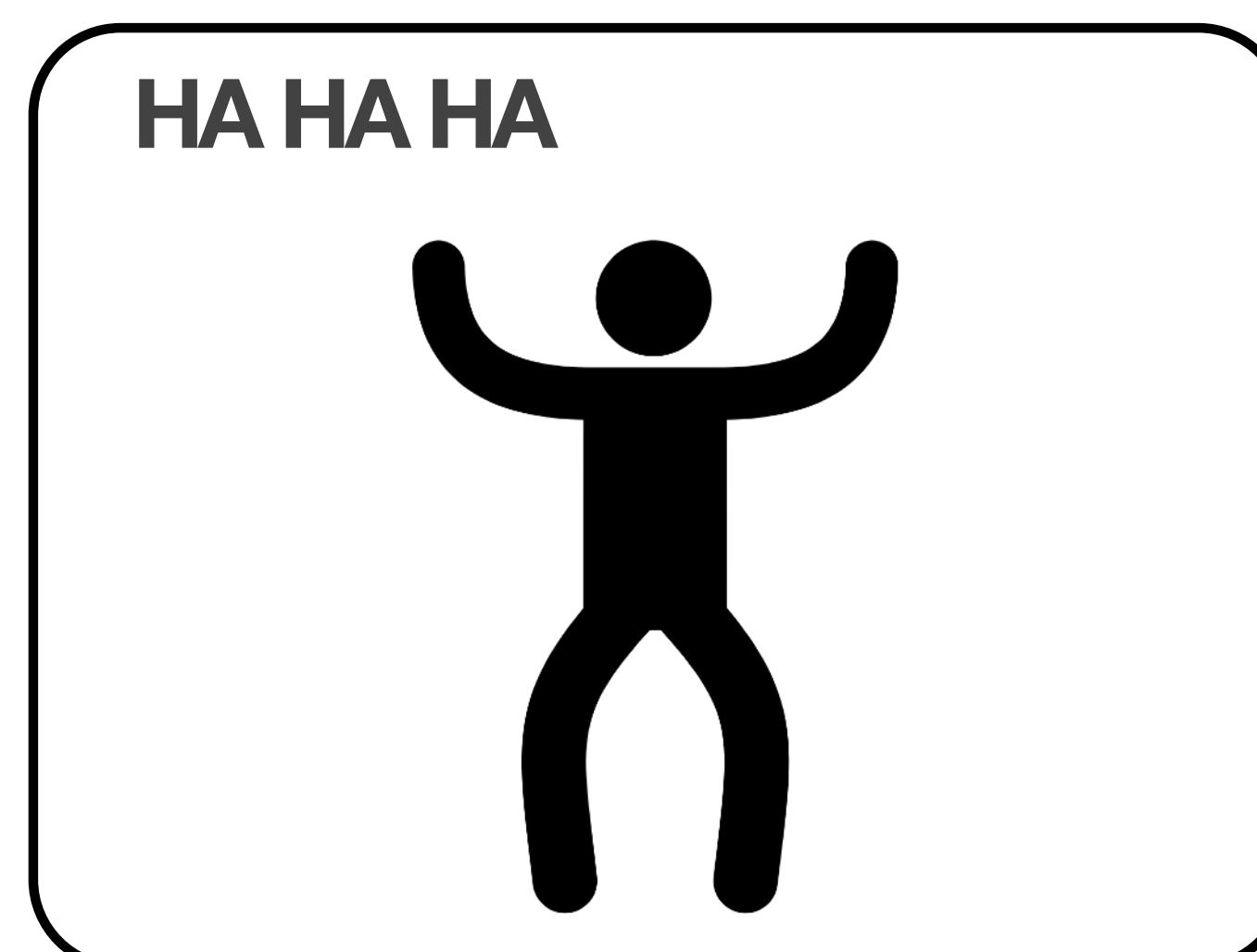
touch point 10:
MC talks about materials and
tools for participants



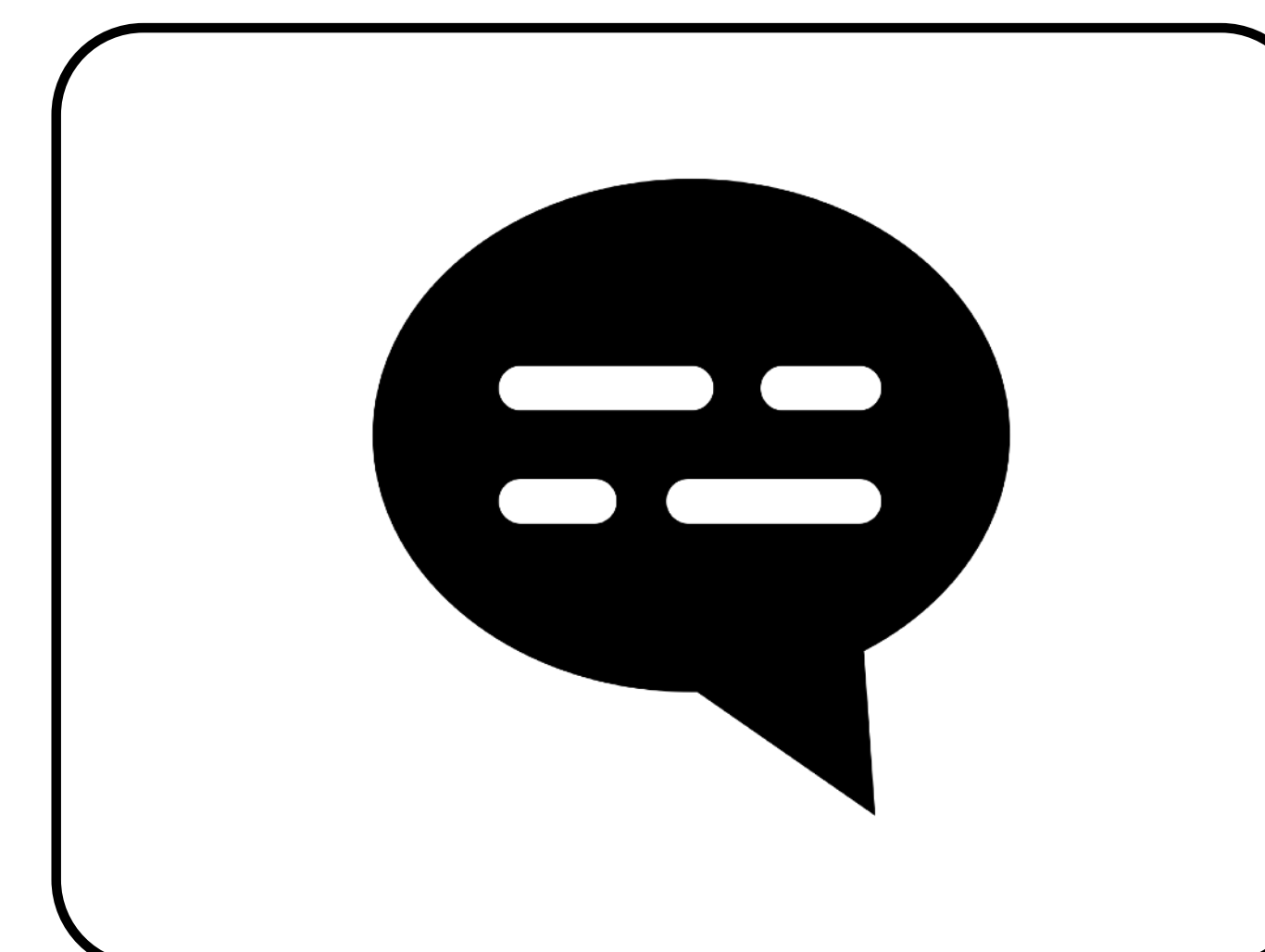
touch point 11:
MC gets audience to find an
accountability partner



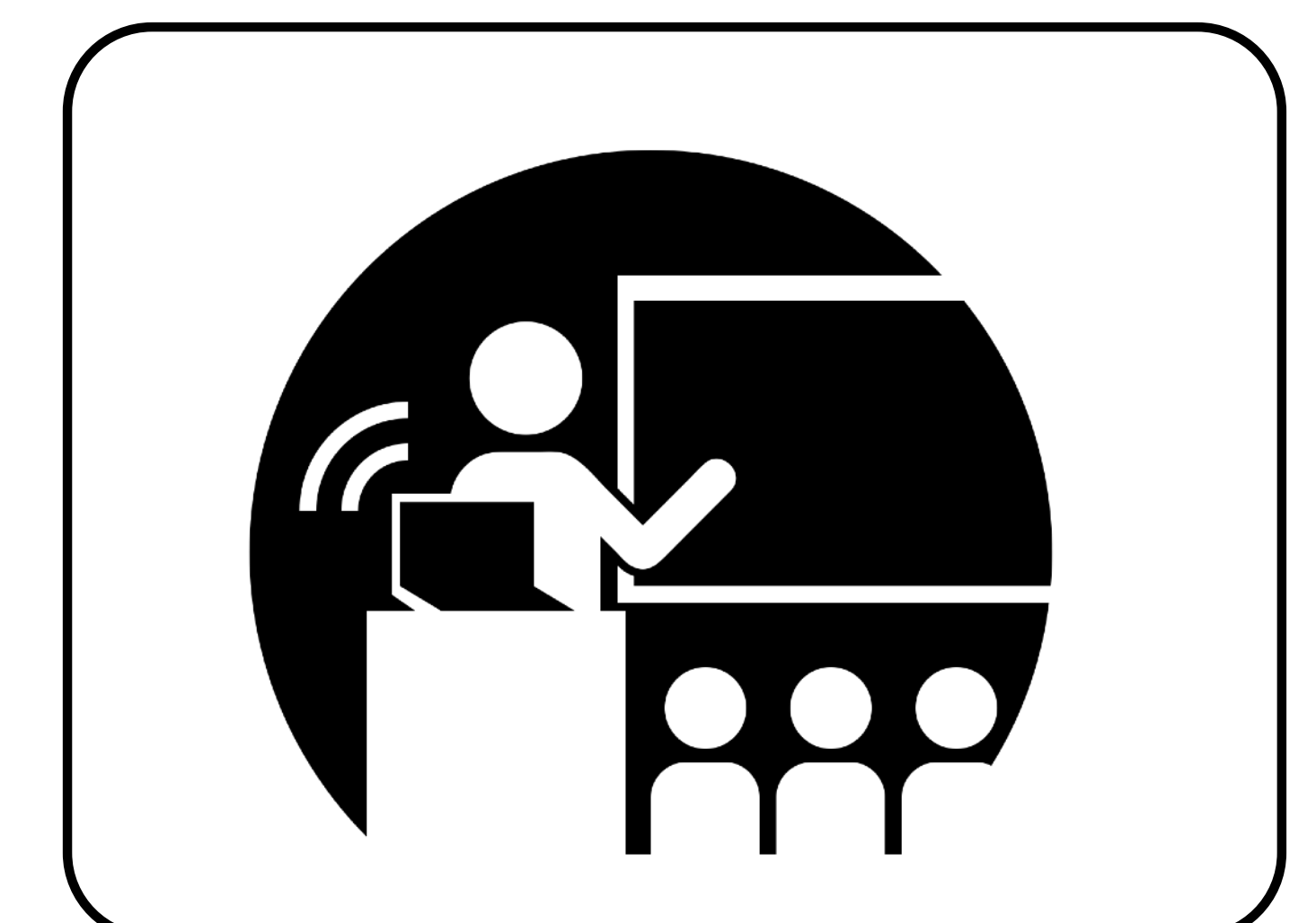
touch point 12:
MC talks about core theme of
the event



touch point 13:
MC does laughter activity
followed by ice breaker
activity



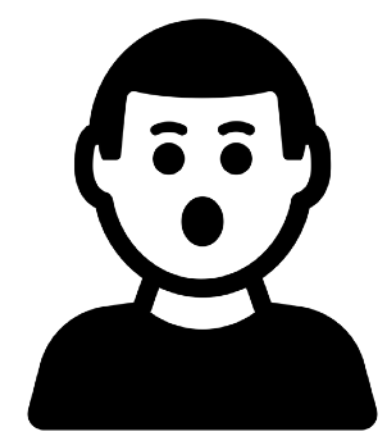
touch point 14:
MC introduces first speaker



touch point 15:
1st speaker hits stage running

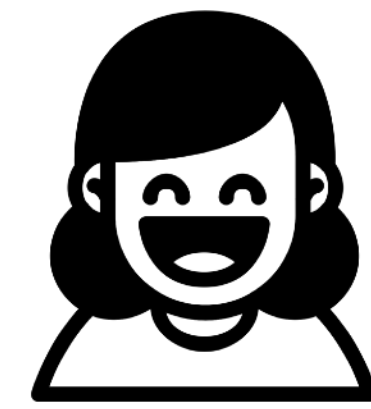
3. use communication catalysts

HOW TO GRAB
ATTENTION IN AN
INFORMATION
OVERLOADED
WORLD



1. emotion

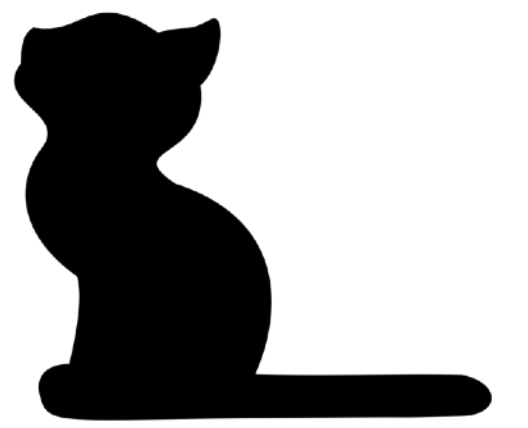
- use metaphors
- use stories
- evoke positive emotion
- make them feel something



2. humour

- different humour for different types
- make it relatable
- make it extreme so not taken too seriously
- make them aware in a way seldom thought of

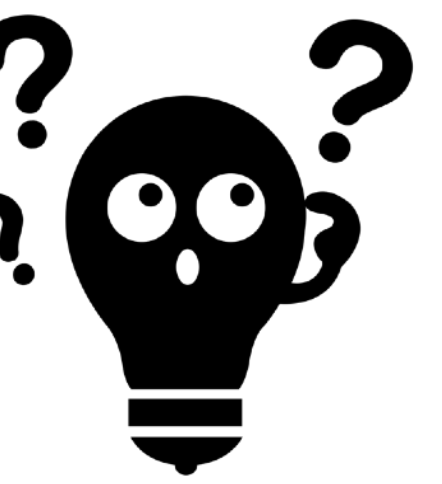
3. anticipation



- change expectations
- consider timing

4.

curiosity



- make it unique
- create intrigue
- create gaps
- puzzle the mind

5.

surprise

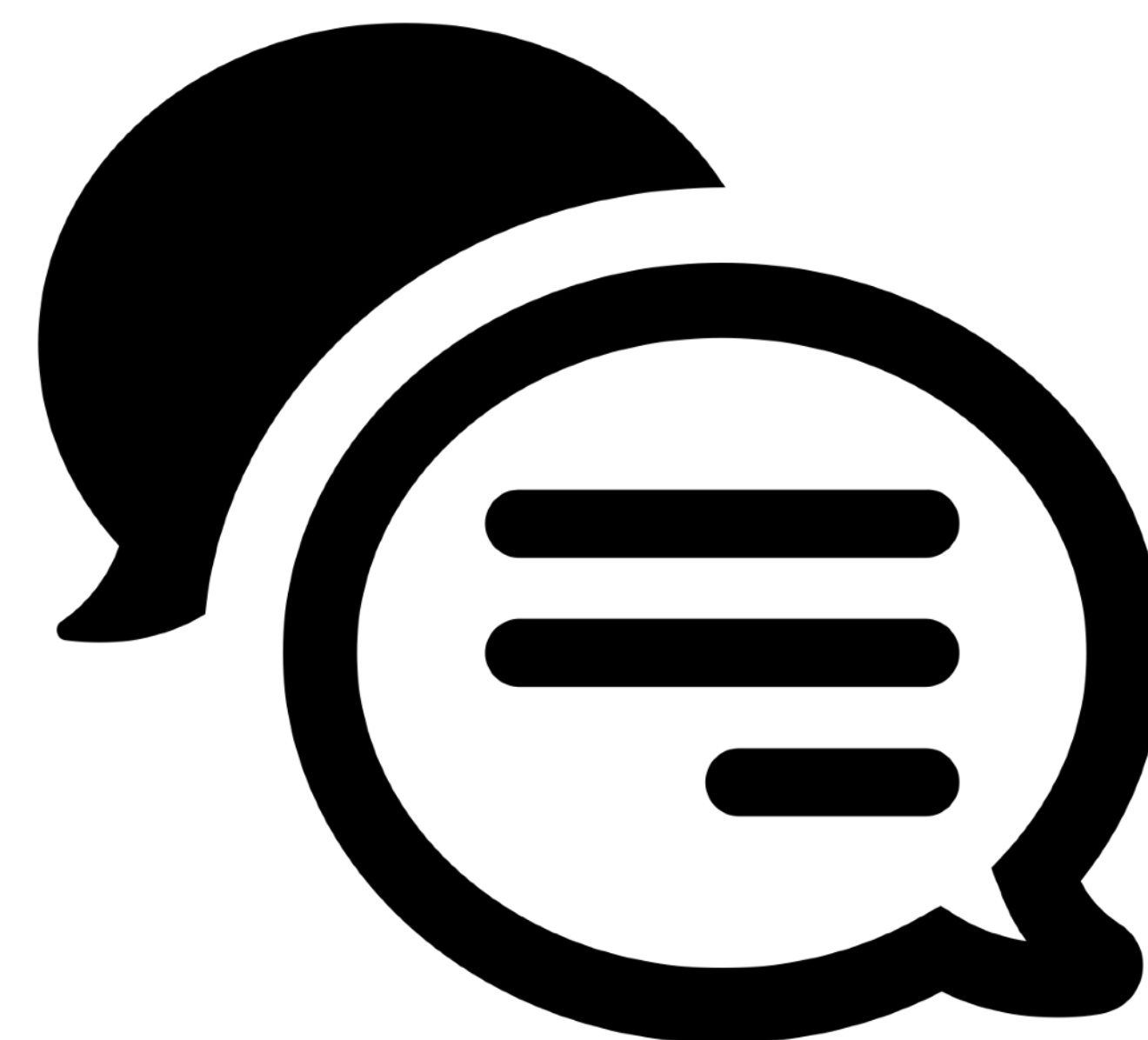


- time the surprise
- create shock
- break expectations

8. workable words



- small words + small sentences
- messages that people want to hear
- ask a question
- use paintable words

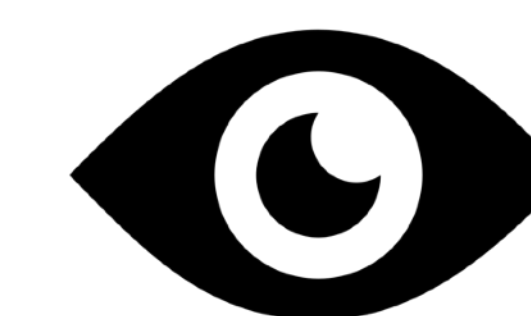


7. stories



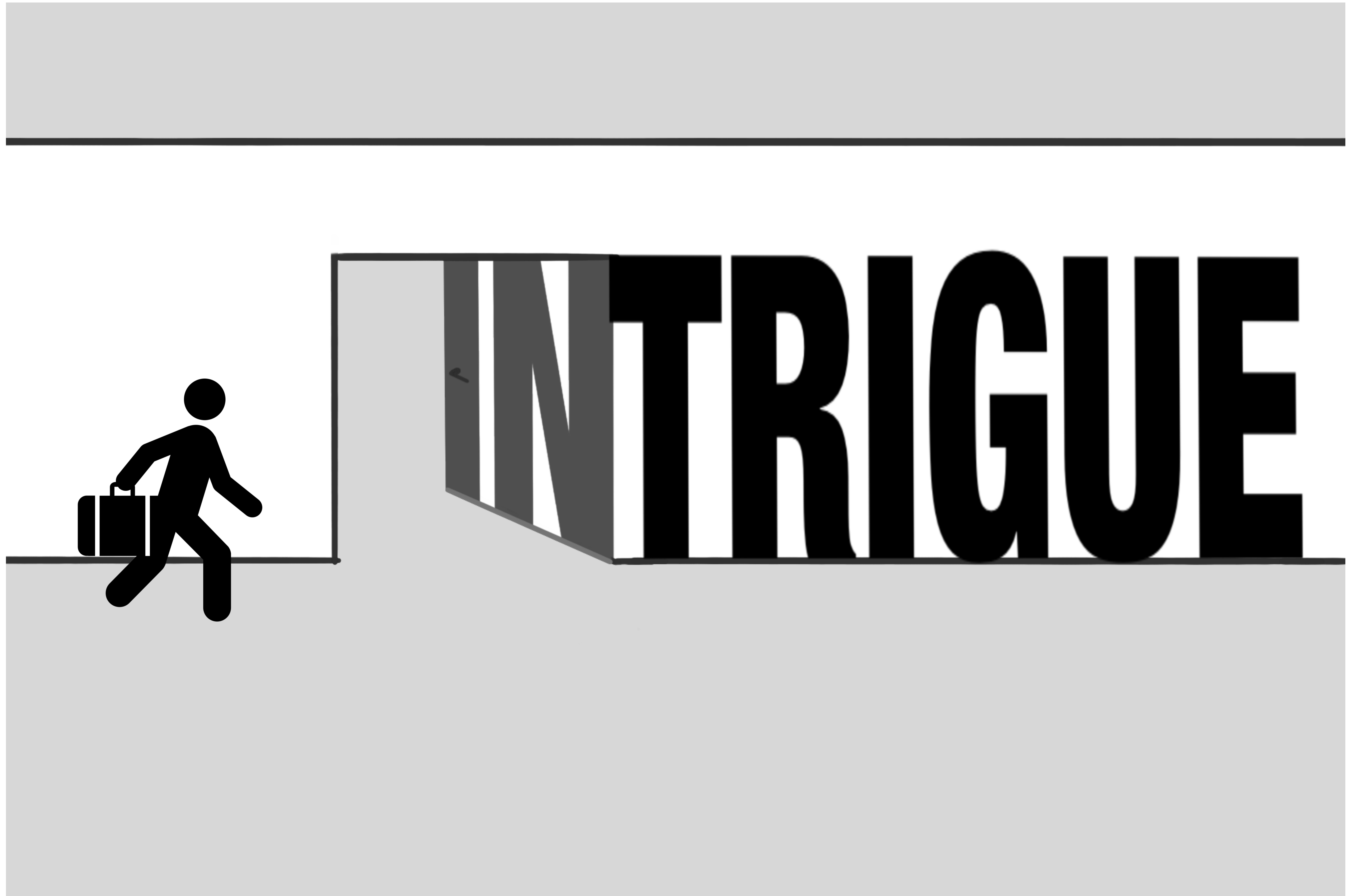
- paint a picture (tell it visually)
- simple idea or simple theme

6. visual



- make it identifiable
(rigid message & values but flexible elements, colours, fonts and pictures)
- make it pop by being different
- make your data simple

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4. stories

INCLUDE STORIES THAT SHARE
WHAT A BETTER VERSION OF
YOUR AUDIENCE CAN LOOK LIKE

The story of what a better you can look like

I used to be the least innovative thinker in the room. The last person to come up with an idea & the person with the lamest idea. The person who had nothing to say, no killer solution to the problems at hand and no confidence in being able to change a situation.

Then I discovered innovative thinking. It was tough at first, like trying to speak a new foreign language, but thanks to my new friends in the innovation space, I got to the point where not only was it fun, but more importantly, my ideas were solving problems that others couldn't and I finally felt good about my ability to think on my feet.

The real win for me though, was the partnerships I made. I discovered that not only did I feel terrific mentally with my abilities, but being able to co-create ideas with people — motivated people like you, and the new friends I made nutting out those business problems — made me feel more valued and more alive.

I'm honoured that you've taken time out your busy day to be with us today, to take time off the urgent to work on the important activity of innovating. I've organised something very special for you to help you start innovating, not later today, but right now.

4. stories

STORY TELLING CREATES
EMOTIONAL CONNECTIONS, A
STRONG FOLLOWING &
HIGH ENGAGEMENT

They laughed when I stood up to speak, but when I began to unpack my ideas!

Tom had just pitched a new online business idea. The boardroom rang with applause. I decided this would be a dramatic moment for me to make my innovation debut. To the amazement of all my colleagues, I strode confidently over to the whiteboard and picked up a whiteboard marker.

“Bryony is up to something silly, she always has a joke” somebody chuckled. The executive team laughed. They were all certain I didn’t have any ideas up my sleeve. “Does she really have a solution?” I heard Raj the CFO whisper to Blythe the HR manager.

“Not a chance in hell!” Blythe exclaimed. “She’s never had a good idea in her whole career... But just you watch her. This is going to be funny.”

IMPACT A OXYGEN

5. 'gamify'

GAMES ENGAGE AUDIENCES
AND HELP TO INCREASE
MOTIVATION AROUND A
SPECIFIC FOCUS AREAS

“challenge the
audience to do the
unthinkable”



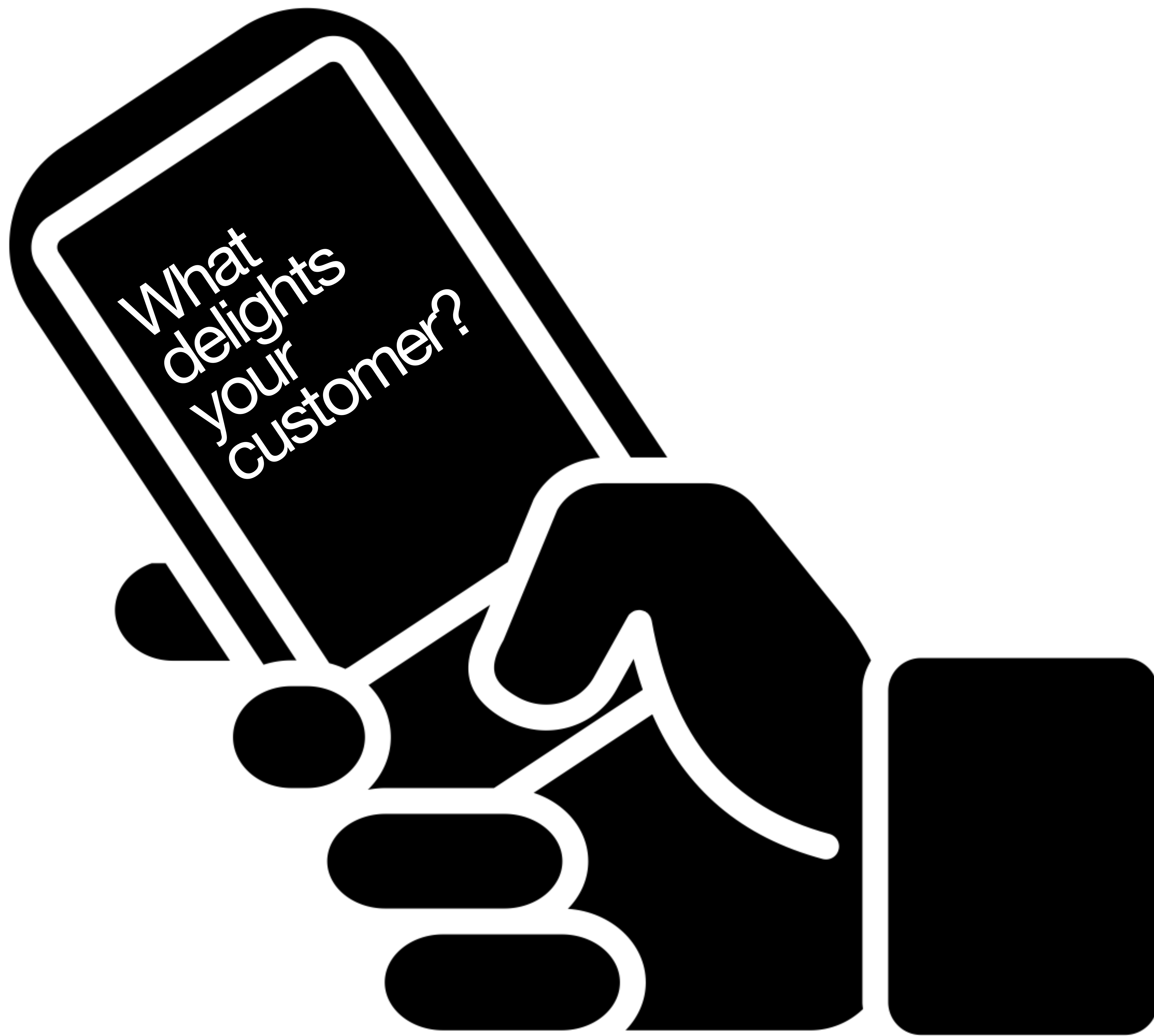
5. 'gamify'

ENSURE YOU HAVE THE CORE COMPONENTS TO CREATE A SUCCESSFUL GAME

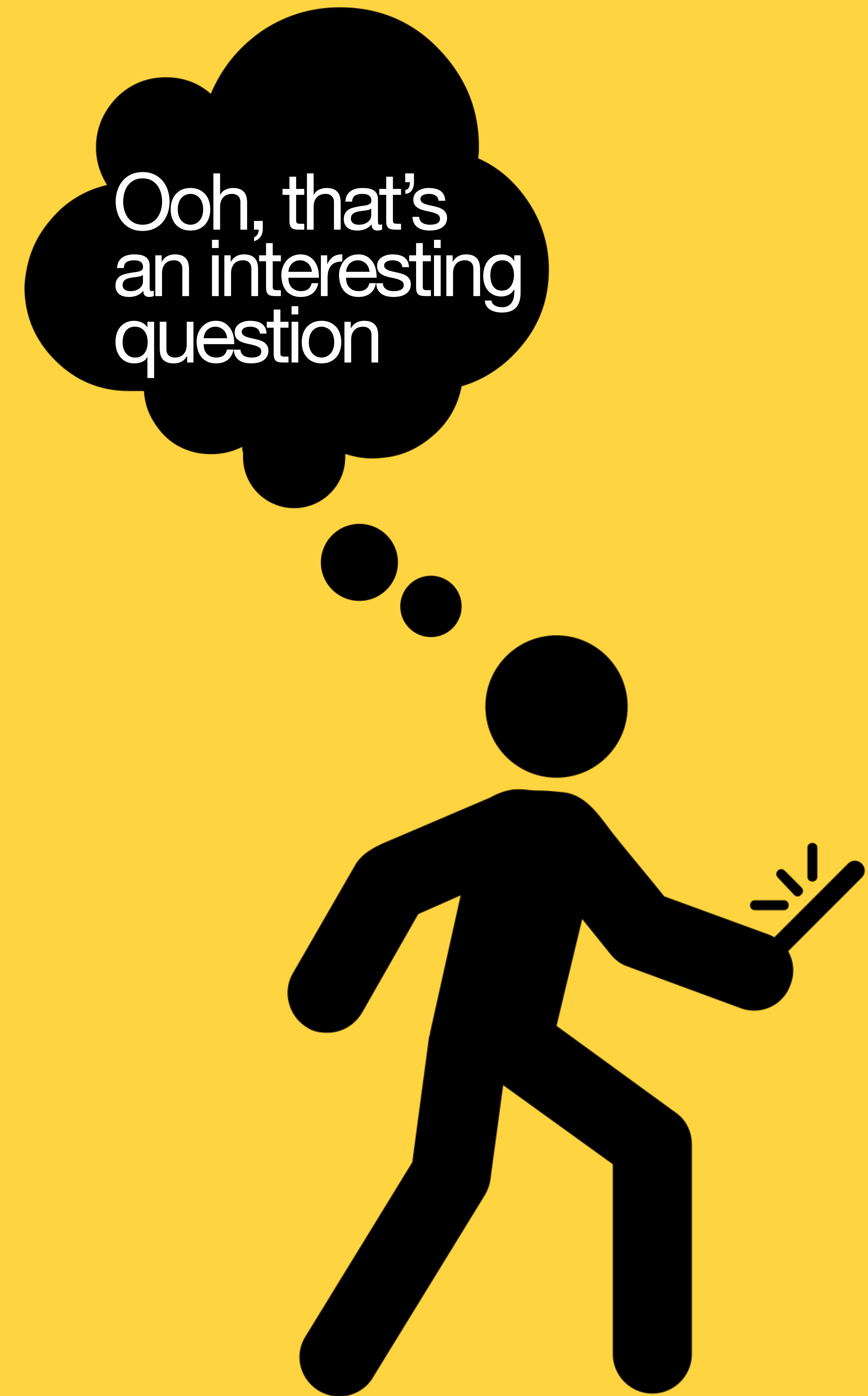
- create a goal that's aimed towards progress
- have a scoreboard so people can see how they are progressing
- have activities that challenge people
- have clearly defined rules of what you can & can't do
- include time constraints
- provide reward or recognition for effort



⑥ micro learning



Use an automated SMS service in order to distribute questions to the audience either before, during or after the event



⑥ micro learning

Q1: What's the simplest way to get a customer to open up?

Q2: What delights your customer?

Q3: What does your customer dream of?

The smaller we ask

A1: Share a story of when you struggled & overcame the struggle

A2: Unexpected value adds

A3: Feeling smart, saving the day, being popular, being indispensable

Ask your speakers to create 5 key Q&A'S to trigger turning learning into action for their content. Ask them to keep the questions & answers to no more than a tweet size

...the more they join in

An open mind
has little choice
but to expand; and
yes, it will change.
But several minds
when they collide...
that is collaboration.
That is an experience
that can change lives.

~ Nils Vesik

7. self reflection coaching



outcomes...commitment...
obstacles...progress

USE REFLECTIVE
QUESTIONS TO
INCREASE
LEARNING
TRANSFER

What is the **outcome** you want to create as a
result of attending this event?

Why is achieving this **outcome** important to
you?

7. self reflection coaching

On a scale of 1 to 10 (1= not at all, 10= completely),
how **committed** are you to **achieving** your
outcome? If not a 10, what would it take for you to
be a 10?

What is **preventing** you from **achieving** your
outcome right now?

What's the **one thing** you **can do** that will make the
biggest difference right now?

7. self reflection coaching

If you had **already achieved** your **outcome**, what would you have **done**?

What **actions** are you **committed** to taking?

When will you take these actions?

What **support** do you need and from **whom**?

UNSUNG HEROES

THE UNSUNG EVENT
ORGANIZERS WHO MAKE
EVENTS HAPPEN EVERY DAY

to all the cool event organizers who love events as much as we
do, and who know the value of using brilliant speakers to help
create lasting change...

thank you

