



Find people  
who need you

## How to generate leads from speaking or presenting

**Whether it's your own event or an industry event, follow these easy tips and see more results from your efforts.**

Hosting seminars on-site is a great way to attract leads. But are you generating the leads you want from these events?

Consider the 'typical' event:

You invite people within your target audience to come and hear you speak on a topic of interest. You provide them with a free lunch and they leave with handouts/notes from your presentation. And the leads you thought you'd get ...missing in action!

Sound familiar?

With a few simple tips, you'll be able to turn these seminar opportunities into a major source of leads - in fact - you may generate more leads than you anticipated!

- ◆ Meet as many guests in person as you can.
- ◆ Meet them as they arrive.
- ◆ Treat this like any other networking opportunity
- ◆ Collect business cards and make sure you follow up.
- ◆ Offer to send a copy of your presentation.
- ◆ If you are presenting as a team, meet to discuss who is going to follow up with who?

### Following up after the event

1. As soon as you can after the event, take each business card that you collected, and use the back to write down something you learned about that person. This ensures you remember the conversation and that you can use it in your follow up communication.
2. Prioritize the business cards according to your 'ideal client profile'.
3. The key to any follow up is to do what you said you were going to do. So, for those contacts you said you'd be in touch with, make sure you are within 24-48 hours. Send an email or call them and request a meeting to continue the conversation you started at the event.