



Markman Speaker Management

Markman Speaker Management, LLC is a multi-service speaker agency based in Boston and founded in 1994 by Steve Markman, a leading expert in the speaker and conference industry with over 30 years of experience in the field.

Steve conducts **customized one-on-one virtual training and coaching sessions** designed for independent consultants called ***“Boost Visibility For Your Business: How to Create an Action Plan to Land Speaking Engagements”***. These sessions help consultants boost visibility, generate business leads, and demonstrate thought leadership through speaking opportunities in all industries and sectors. Similarly, his firm conducts training for corporate marketing and PR/communications staff to develop or improve a company’s speaker placement process.

Steve has helped hundreds of consultants, principals, executives, entrepreneurs, and authors attain speaking engagements. His **Executive Visibility Speaker Service** has helped professional services firms, start-ups, and the Fortune 500. Clients have included PayPal, Subaru of America, Bank of America, IBM Global Services, Perot Systems, Monitor Group, Ropes & Gray, WilmerHale, Ogilvy PR, and McCann Worldwide. Steve also runs a **Speakers Bureau** division, providing keynote speakers to organizations worldwide, covering a wide array of topics. Before launching MSM, Steve headed up the conference divisions of leading organizations such as COMDEX and The Conference Board.

Below is a description of the virtual training session for consultants, with an **offer of a 10% discount through the end of 2020**.

BOOST VISIBILITY FOR YOUR BUSINESS: HOW TO CREATE AN ACTION PLAN TO LAND SPEAKING ENGAGEMENTS

A Virtual 2-Hour One-on-One Customized Training Session For Consultants

This is a training and coaching program designed to help you build the most effective speaker placement action plan – customized for your specific needs and objectives – and then leverage those speaking opportunities to help grow your business. Speaking engagements are a proven way to **build visibility, generate business leads, raise brand awareness, and demonstrate thought leadership**.

This program helps consultants in every industry increase the number of speaking engagements they attain as well as provide direction to those who are just getting started.

Learn the tactics, processes, and strategies to develop a powerful method of achieving a high rate of success in attaining speaking engagements, using a **proven, systematic approach** developed by **Steve Markman**, a leading expert in the field. The training session begins with a description of the current speaking landscape, including how event organizers choose their speakers – both paid and unpaid – at events held by associations, companies, and groups of all kinds.

Learn all the elements of speaker placement, including how to:

- Develop a proactive and successful speaking strategy – an 8-step action plan
- Research, identify, and evaluate the speaking opps matched with your target audiences
- Shape your presentation content to attract an audience and gain an “edge”
- Create compelling can’t-miss marketing messages and materials
- Write effective presentation abstracts to be submission ready
- Reach the decision-makers who choose speakers
- Respond to Call for Speakers proposal applications
- Create compelling speaker proposals and “pitches” – what to include and when
- Improve your success rate

Bottom line - you will get in-depth and practical advice, ready to use right away, providing you with a roadmap to achieve your speaking goals.

TESTIMONIALS

“Steve knows how to put you into conferences. Has decades of experience doing this well. At IBM, I relied on Steve to place speakers at business conferences relevant to our work. He knows how to find the “right” conferences and how to persuade organizers to include speakers he is assisting. He takes the initiative to match both well.”

-Jim Cortada, former executive, IBM Global Business Services, currently Senior Research Fellow, University of Minnesota

“We are incredibly grateful for the time and knowledge and experience that you shared with us. We are excited to implement the straightforward action steps you outlined for us! We really appreciate your genuine intentions of helping us with this part of our journey by using your extensive wisdom in the arena of speaking. This feedback is fantastic.”

-Jennifer Carey and Dayna Wood, Co-Founders, ic3 consulting

“My goal was to increase the reach of my consulting practice outside of New England at a time when the market here was slow. I had been speaking at local events for several years but was really interested in being on the national stage. Steve quickly got up to speed on my expertise, helped me pull together speaker abstracts and got right down to work. The results have been phenomenal! I have landed some great customers and have achieved my goal of expanding nationally. I highly recommend Steve for organizations who want to put key executives on the national stage. He can take your executives and make thought-leaders of them.”

-Lisa Dennis, President and Founder, Knowledge Associates and author of the book Value Propositions That Sell

"Working with Steve Markman allowed me to take a good look at my speaking business – in particular, how to best monetize my expertise—small business marketing and PR. Before we even met, Steve researched my brand and visibility as a speaker. At our first in-person session, he provided feedback on my speaker's kit, signature talks, and strategies on how to target speaking gigs best suited for my goals – along with a list of contacts I should be in touch with. What I loved was that he understood my business model from the get-go and provided a clear roadmap on next steps, including follow-up. It's obvious that Steve is not only a top consultant in the speaking industry, but someone who wants you to succeed. He builds relationships, not just a client base. For this and hundreds of other reasons, I'd recommend working with Steve and his speaking agency to build, tweak and get exposure on stage."

-Robin Samora, small business marketing consultant, author, and member, National Speakers Association

"Steve has an incredible depth of experience and knowledge of the conference world. He also has many valuable contacts that greatly add to the success of a speaking program. During the time we worked with Steve, he helped us to triple our conference speaking engagements and break into new shows. His genuine and positive personality, and professionalism make him a true pleasure to work with."

-Kathleen Gambale, Marketing Manager, Extreme Bolt and Fastener

Contact us today to learn more:

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