

Leadercast POSITIVE DISRUPTION

Here are some best tips when it comes to marketing Leadercast 2020—Positive Disruption! Whether you're hosting live on May 7, 2020 or rebroadcasting on a different date, we find that these practices should help with ticket sales.

The Leadercast team suggests the following:

1. THE THEME! Never in Leadercast history has a theme been ever so relevant! Our speakers won't necessarily speak to COVID-19, however, they will speak to leadership during a disruption such as this.
2. Enjoy learning about this pertinent content from the comfort of their own home!
3. Define your audience! Go through the speaker bios. Figure out which audience members would benefit most from particular speakers:
 - a) Dr. Henry Cloud & Matt Wallaert are both in the behavioral science aspect so maybe reaching out to those in the mental health field could benefit and receive general Continuing Education Credits
 - b) Amy Jo Martin & Bozoma St. John have a huge social media presence so contacting millennials and Gen Z attendees could benefit from their talks
 - c) Bozoma St. John & Richard Montanez both worked for Pepsi Co., so find your local Pepsi Co. locations and let them know their people will be on our stage (offer group ticket discounts)
 - d) Andy Stanley & Dr. Henry Cloud are both well known in religious circles so letting local churches know about the event. (*We are a secular organization, so we have asked speakers to refrain from using choice language, politics, and discussing religion on stage.)
 - e) Magic Johnson - the household name - is going to be a talk that everyone will benefit from, however, contacting your local colleges/high schools and their basketball teams and offering group ticket discounts
 - f) Rahaf Harfoush is a digital anthropologist so those from your local colleges could benefit from her talk.

Leadercast
**POSITIVE
DISRUPTION**

4. Continuing Education Credits! We offer 4.5 hours for nursing, HR professionals, and 4 hours of general credits (e.g. real estate agents, investment bankers). Those pieces of marketing collateral will be available shortly on the portal for marketing.
5. We are doing a hard push to local hospitals and healthcare facilities for those battling COVID-19 on the frontlines. The nursing credits are enticing in addition to the theme. Have you considered gifting your tickets(at least a portion) to your local healthcare facilities foundation? You would receive a tax write-off and gift healthcare workers with the aforementioned benefits. Most importantly you thank the most levered work population in American history.
6. Get social virtually hosting Leadercast and share the experience what everyone gains from being able to network, interact, and perform activities together. We realize this is not ideal as social distancing is the norm, so we suggest offering a Facebook Live, Zoom call, Houseparty, Google Hangouts, for all of your attendees to experience the event together! Form questions, offer giveaways, contests, etc. and communicate it through those platforms. Make sure to visit the Book List via the portal and partner with Amazon to leverage those books as prizes.
 - a) Post event, offer a “Happy Hour” on one of the above platforms once your event is over. It’ll give your attendees a chance to unwind and talk about all the incredible takeaways!
7. During the breaks, either have a pre-recorded video or use the option from #6 to let your sponsors have a voice!

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8. Offer a “virtual swag bag”! Virtual Swag Bag options/ideas:
 - I. Digital journal (provided by Leadercast)
 - Will contain a blank page for you to insert your sponsor logos
 - II. Digital coupons from your sponsors (include dollar value)
 - III. E-gift cards from your sponsors (for lunch, etc. include dollar value)
 - IV. If you need other ideas for your virtual swag bag, please contact your CSM

9. Church host site leaders - have you asked if they have connected with other churches in their denomination to see if they want to buy their tickets for virtual viewing to help develop their teams? Have you considered your parishioners gathering for a virtual night of worship to promote giving and view even a few of the speeches? That is why churches are under pressure as well. There are many positive ways to help them keep giving during these times. We all must innovate and pivot. OR give the link to your largest donors with a link to help the church with relief efforts.

10. Have you considered gifting your group ticket purchase to healthcare workers who can earn CEU/CNA's? Most hospitals in the America's have individual relief funds (i.e. @Covid_piedmont) that you may donate your tickets. The value of that ticket plus CEU/CNA credits is worth about \$400 for that healthcare provider and it helps them maintain their license. They may use the viewing link post the pandemic.

11. The current Leadercast 2020 theme is aligned perfectly with our October Leadercast Women’s event, “The Ripple Effect”. If you’ve already signed up to be a host, you could offer a discount if they purchase a ticket to the LC 2020 event, then they can receive a ticket to the Women’s event. If you are not signed to be a host site, then this is the perfect opportunity to speak with your sales representative or Client Success Manager to learn more about hosting this incredible event and how it ties in perfectly to Leadercast 2020—Positive Disruption.

12. We have hype videos! A few speakers will provide a recording you can use to market to your attendees. They will be uploaded to the portal: Resources > Marketing Assets > Hype Videos.