



Here are some best tips when it comes to marketing Leadercast 2020—Ripple Effect! Whether you're hosting on October 15, 2020 or rebroadcasting on a different date, we find that these practices should help with ticket sales.

The Leadercast team suggests the following:

1. Our theme! Just like our May event, Positive Disruption, what are the ripple effects after a disruption? One tiny action leads to impactful reactions that reverberate beyond their humble beginning. This is especially true in leadership.
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) **Abby Wambach** is a recognized globally within the world's most popular sport: soccer. Reaching out to your local schools/universities & recreational programs, as well as women's organizations will help drive ticket sales.
 - b) **Randi Zuckerberg** was the creator of Facebook Live, is known as a tech media personality, & author. Young adults would be a great target as she leads a production and marketing company that helps aspiring artists create and promote their work.
 - c) **Stephanie Mehta** has had a career including Vanity Fair, Fortune, Bloomberg LIVE and the Wall Street Journal. You might want to consider marketing to those in the Gen X & millennial age groups as they would benefit from her takeaways.
 - d) **Tiffany Dufu** has raised nearly \$20 million toward the cause of women & girls. She was named to Fast Company's League of Extraordinary Women. Reaching out to your local women-owned businesses & women's organizations might help!
 - e) **Bonnie St. John** is a three-time Paralympian medalist, best-selling author, business owner, and more! Speak with your local Special Olympics within your community as well as schools/universities with sports program.
 - f) **Radha Agrawal** has led a wellness movement event in 25 cities including more than a dozen colleges. Connect with your local universities, millennial aged women's groups, & women-owned businesses might benefit from her talk.



4. Continuing Education Credits! We offer nursing, HR professionals, and general credits (e.g. real estate agents, investment bankers). Those pieces of marketing collateral will be available shortly on the portal for marketing.
5. 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!
6. During the breaks, either have a pre-recorded video or use the option from #5 to let your sponsors have a voice.
7. 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



8. 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.
9. 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 once received from the speakers.
10. Make sure you are utilizing social media to your advantage! Instagram, Facebook, LinkedIn, and Twitter are wonderful places for you to promote your event. Be sure to include the event details, ticketing URL, and your host site's hashtag. We would love to help advertise your event as well by featuring you in our [Host Site Highlight Reel](#). Once you fill in your details, you will be in our social media spotlight!