



Here are some best practices when it comes to marketing Leadercast 2021—Shift! Whether you’re hosting on August 11, 2021 or rebroadcasting on a different date, we find that these tips should help with ticket sales.

The Leadercast team suggests the following:

1. Leadercast set itself apart from other one day leadership events by our yearly themes. Leaders everywhere are realizing that they must make major shifts in order to move forward to achieve their purpose. One tiny action leads to impactful reactions that reverberate beyond their humble beginning. This is especially true in leadership.
2. Have a chance to network and interact with colleagues and peers, especially after not being able to do so this last year! Or if your attendees aren’t comfortable gathering in person, they have the chance to enjoy learning about this pertinent content from the comfort of their own home
3. Define your audience! Read through the speaker bios and figure out which audience members would benefit most from particular speakers:
 - a) **Guy Raz** is recognized within the radio and podcast community and has authored the book *How I Built This*. You will want to reach out to local entrepreneurs and those involved in your local radio stations.
 - b) **Rainn Wilson** is an Emmy nominated and SAG award winning actor known best for his role in *The Office* as Dwight Schrute. He is the founder of a popular entertainment company SoulPancake and has over 3.45 million subscribers on this YouTube channel. Due to his name recognition, anyone will want to purchase tickets to see his leadership skills on stage!
 - c) **Austin Channing Brown** is a NY Times bestseller and the Executive Producer of the web series, *The Next Question*. Reaching out to your younger and diverse crowd will be a wonderful way to sell tickets.



- d) **Andy Stanley** has been a staple in Leadercast's history bringing thought provoking and leadership takeaways to our stage, year over year. No one is ever disappointed when he speaks!
- e) **Liz Bohannon** is the founder and CEO of Sseko Designs which is an ethical design brand that works to educate and empower women. Seeking out your women owned businesses and entrepreneurs would be a slam dunk!
- f) **Chris Carter** is a pro-football hall of famer and has worked for HBO, Fox Sports, and ESPN. Reaching out to your local athletes, especially high school/college football teams will definitely raise ticket sales.
- g) **Todd Henry** is the founder of podcast, Accidental Creative. He is an author and speaks about creativity, productivity, and passion for work. You might want to reach out to your local artists (schools, etc.) as he might appeal to them.
- h) **Michael C. Bush** is the CEO of Great Place to Work, the global authority on high-trust, high performance workplaces. He will be a great reference for your local businesses (small or medium sized) and will inspire those leaders to develop their human potential in the workplace!
- i) **Deni Tato** is a certified Enneagram executive coach for Fortune 500 Leaders. Along with Michael C. Bush, reaching out to your local businesses will benefit from her training.
- j) **Chuck Mingo** is the founder of Living UNDIVIDED, a racial solidarity movement. He is also the Teaching Pastor. Your local churches and diverse owned companies will want to hear his leadership style.
- k) **Sunny Parr** is the Executive Director of the Kroger Co. Foundation. She leads Kroger's moonshot initiative *Zero Hunger, Zero Waste* campaign. Your local nonprofits and sustainability entrepreneurs and businesses will benefit from her talk.
- l) **David Baker** is the President and CEO of the Pro Football Hall of Fame. He's famous of his surprise visit to new inductees. Along with Chris Carter, reaching out to your local sports community will want to hear his strong personality and leadership style.



4. We continue to offer CEUs (Continuing Education Credits). Our governing agencies include nursing, HR professionals, and general credits (e.g. real estate agents, investment bankers, etc.) Those pieces of marketing collateral will be available on the portal once we have been approved across all fronts for marketing and post event application.
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. If you are hosting an in-person event, make sure to reach out to local speakers to come give a short talk during the breaks or give a representative from your sponsor(s) a chance as well. If you are hosting virtual, either have a pre-recorded video or use the option from #5 to let your sponsors say a few words.
7. We at Leadercast give a “swag bag” to our in-person attendees. This can include anything like a pen, journal, etc. If you are hosting virtually, you can 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. 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!