

POST - EVENT GUIDELINES

My aim is always to create post conference value for participants.

To move people from conference mode and back into action mode on-the-job, I have put together an optional post conference package.

I recommend the post conference strategy be determined well in advance of the presentation. This enables me to position the post conference strategy during my presentation, ensuring participants are motivated to act on the many messages they will receive.

Do you have any in-house mechanisms in place to re-capture the message in the future? If so, what are they?

Do you need some direction with these?

Suggestions:

- Providing an audio tape of the session to the company (we will discuss the investment with you)
- Engaging me to write one or more articles for your in-house and/or client publication/s
- Committing to a tailor-made follow-up program (details and investment to be discussed prior to initial presentation).