

# Speaking Opportunity Blueprint

The following is your roadmap for finding speaking opportunities where organizations would LOVE to have you on their stage. You are not there to simply speak to their audience. You are there to deliver value with which they can hit the ground running immediately after hearing your content. Stand in your value, own your authority as a professional expert and leader of influence.

## The Big Picture of Possible Speaking Opportunities<sup>1</sup>

| Type of Organization              | Possible Decision-Makers  |
|-----------------------------------|---|
| Companies/Corporations/Businesses |   |
| All Employees                     | CEO / President / HR Director / Dir Training                                      |
| Sales Dept                        | VP of Sales   |
| High Potential Leaders            | CEO/ President / HR Director  |
| Customer service personnel        | CEO / President / VP of Sales or Operations                                       |
| For their Prospects or Customers  | CEO / Pres / VP Sales / Dir of Customer Service                                   |
| Trade & Professional Associations |   |
| National Convention / Conference  | Conventional Coordinator (staff)  |
| State conference                  | Conference Coordinator (volunteer or staff)                                       |
| Local chapter meetings            | Programming Chair (volunteer)   |
| CEU trainings                     | Nat'l CEU Coordinator / Membership VP   |
| Educational Organizations         |   |
| College & Universities            | Dean of Students / Pan-Hellenic Council / Student Union / Athletic Dept / Student |

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| Fraternities & Sororities<br>Service & Religious Organizations            | Government / Chaplain's Office / Orientation Coordinator / Student Activities / President or Social Chair of Fraternity/Sororities / Career Planning Office / Chair of Departments / Dir of Campus Religious Centers |
| Public Schools (Elementary, Middle & High School) : programs for students | HR District / Procurement Office / Principal   |
| Private Schools: programs for students                                    | Head Master  |
| Faculty (CEUs) & Staff training   | Principal / District HR / Procurement Office (to be approved as a vendor)  |
| Government Agencies   |  |
| Local Military Bases  | Base Commander   |
| City & County Government<br>All employees or specific departments         | Dir of HR / Dir of Training or Staff Development   |
| Every National Government Agency with a local office                      | Dir of HR / Dir of Training or Staff Development   |
| Non-Profit Organizations  |  |
| Volunteers – Clients – Public   | Executive Director   |
| Entrepreneurial Businesses  |  |
| Executives, Staff, Customers  | Dir of HR / VP Sales / Entrepreneur-Owner  |
| Service Clubs & Organizations   |  |
| National, State / Regional, District, Local                               | Programming Chair / VP Programs  |
| Religious Organizations   |  |
| National, State / Regional, District, Local                               | District and Regional Bishop / Rabbi / Abbot   |
| Youth, Adult, Couple, Single  | Program Coordinator  |