



WHEN YOU BOOK AN MBDⁱ SPEAKER YOU GET OUR “EXPONENTIAL VALUE” FREE

We know your job is tough.

That’s why we believe in doing everything possible to not only make your job easier, but more importantly, make your event OUTSTANDING so you can shine. Because of our commitment to your success, with each booking we offer you what we call our “Exponential Value” at no charge to you.

Pre-Event “Exponential Value” Assistance

RECIPROCAL WEBSITES – To generate greater interest and anticipation, we will grant you permission to link our website to your website so your attendees can gain more in-depth information about our speaker and/or topic. We have found this to generate more interest from attendees while building anticipation for the event.

BLOGS, BULLETIN BOARDS & CHAT ROOMS – To generate pre-event interaction and buy-in from attendees prior to your event, our speaker(s) will make him/her available to participate in your organization’s blog, bulletin board or chat room. We have found this pre-event interaction beneficial in our speaker(s) delivering a more customized program based on information shared in advance in these online venues.

“BUZZ” QUESTIONNAIRE - To generate additional “buzz” about your event, we will provide you with an email questionnaire for you or us to distribute to your attendees prior to your event. The responses or results of the questionnaire will be revealed by the speaker at your event. We have found this pre-participation by your attendees to be a great way to build anticipation of your event.

WELCOME LETTER – To generate a personal connection to the event, we will send a personal “welcome” message from our speaker to each of your attendees via email (if you are comfortable in providing us the list) or provide you with the letter to distribute. We have found making a personal connection between speaker and attendee prior to the event results in a better overall experience for the attendee.

ADVANCE ACCESS TO SPEAKER PRESENTATION – To stimulate “word-of-mouth” marketing by key influential people within your organization, we will provide you with a list of dates/times/venues of programs being presented by our speaker that are scheduled prior to your event. We will then do everything possible to extend an invitation to your chosen list of influencers so they can experience a “preview” of what they and others can expect at your event.

ADDRESSING CHAPTERS, INDIVIDUAL DEPARTMENTS, ETC – To further enhance “word-of-mouth” promotion prior to your event, we will work with you to schedule our speaker to present at various chapters of your association or



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individual departments of your firm prior to your event. We have found this localized effort results in higher attendance at divisional, national and international events.

NEWSLETTER ARTICLES – To maximize awareness of your event, we will provide you with a written article related to the topic on which the speaker will be presenting to use in your employee or member newsletter prior to the event. We have found the articles we submit for publication trigger a desire to learn more about the topic and attendance increases.

SCHEDULED PRE-EVENT INTERVIEWS – To provide a means of stimulating advanced interest in our speaker and/or the topic, we will make every attempt to schedule a conference call between a member of your staff and our speaker for the purpose of conducting an interview about the speaker’s background, experience, the topic that will be discussed at the event, etc. The interview can be used as part of an internal radio broadcast and/or used as a written article in your organizations internal communications.

LINKS TO ARTICLES & INTERVIEWS – To extend the usefulness and reach of the above articles and interviews, we recommend you also provide hotlinks to them on your website via your event page and/or your home page. We have found the more familiar your attendees are with our speaker and/or his/her topic, the better attended your event.

PARTNERED PROMOTIONS – To exponentially promote your event, we will work with you as partners to market your event. We will make every attempt to satisfy any media requests for our speaker’s time. We have found, if we work together in a coordinated effort to promote our speaker and your event, great things happen.

CURRENT EVENTS TIE-IN – To get the attention of the media, we will provide you with ideas to present to the media that tie the topic with a current event thus increasing your chances of getting coverage. We have found that when helping the media get a leg up on the competition, most of your stories get into print and/or coveted airtime.

Day-of-Event “Exponential Value” Assistance

WHITE PAPERS – For a written “take away” of the program, upon request we will provide you with a PDF file of one of our related white papers for you to duplicate and distribute either in print or electronically. We will also add reference to your event as well as your logo on the cover page. In addition, we recommend you add a hotlink on your website to provide online access to this white paper after your event.



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INTRODUCTION OF OTHER SPEAKERS – Depending on availability, our speaker can be available to professionally introduce other speakers at your event setting the tone of another great presentation to be delivered.

ONE-ON-ONE COACHING AND CONSULTING – To provide “added value” to your key sponsors and/or special guests, depending on availability, our speaker can be available to perform one-on-one coaching or consulting on the topics of leadership, business development, revenue generation, and others with your key sponsors, special guests, and/or your organization or association executive staff members.

Post-Event “Exponential Value” Assistance

Streaming Video – To “lock in” the content delivered during your event, we will permit you to videotape or record pre-determined segments of the program to post to your website after your event. By doing so, you will be reinforcing the program’s key points for the people who attended and providing access to the speaker’s program for people who were unable to attend. We have found when this service is provided, a better relationship is formed between the event planner and attendees resulting in repeat attendance for future events. If you elect to videotape or record the entire presentation, an additional fee may be charged. Please inquire for details.

Key Points Review and Related Links – To reinforce what your attendees learned at your event and thus credit you with a valuable event, we will provide you with a written overview of key points made during the program along with a list of related links for additional information on the topic for you or us to email to the attendees. By providing this post-event document, ideas extrapolated from the program are reinforced and are more readily put into action producing lasting results. All of which, makes you look good.

Our Goal is to Make Your Job Easier and Your Event Outstanding

Based on feedback, our “Exponential Value” services are unique and highly welcomed by event planners around the world. It is our goal to make your job easier, but more importantly, make your event memorable and OUTSTANDING!

We welcome any additional ideas you may have in how we can help you succeed. Please contact us at 1-800-553-7944 or email us at info@mbdi.com.