

HOSTING THE PERFECT ONLINE CONFERENCE

Essential to your Conference are
TOPIC, CONNECTIONS, CONTENT, PROMOTION
and PRESENTATION

TOPIC

Your topics should include:

- an unresolved issue that your target market needs to resolve,
- important information that they require in order to succeed, or
- a joyful celebration of a shared passion.

ASK YOUR CURRENT TARGET MARKET WHAT TOPICS INTEREST THEM.



CONNECTIONS

Conferences are intended to showcase the expertise of many in one place over a short period of time.

- Do you have associates to join you?
- Otherwise, search your topic online and invite the people you find.
- Explain that everyone will cross promote the Conference so everyone increases visibility.

CONTENT

- Everyone will need to create a presentation (pre-recorded or live) and presentation image, a commercial, and a free giveaway.
- As the host, you need to review the presentation information or outline, if not the actual video.
- You will need to collect all of their biographical and business details and product/service details.
- Assign the time and date slots for the presentations.



ADVERTISING & PROMOTION

- You need to create promotional materials so everyone can share the conference with their own followers.
- It should include at the minimum each presenter's name, company information, website, and presentation name, date and time.
- If you are upselling the combined video package, then you need to include affiliate links in the conference registration.

PRESENTATION

- You need a page for each presenter and giveaway where their presentation is visible during their time slot.
- Link it to a Speaker page with their personal and business information.
- Create an overall conference page where people can register.
- Have a place where people can purchase the video package.



It is a lot to do on your own... or you can let us do it all for you.

Our staff and system help your presenters create and enter their content, set up all the presenter, promotional and sales pages, track sales and disburse affiliate commissions, and promote your conference via paid advertising. Learn more at...

JOINTCONFERENCES.COM