



SpeakerNet News

P R E S E N T S

Getting Big-Fee Speaking Engagements from Sponsors

A teleseminar with Vickie Sullivan


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Vickie Sullivan.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

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Getting Big-Fee Speaking Engagements from Sponsors with Vickie Sullivan

Biggest barrier to getting larger fees for your keynotes: associations and other groups may no longer afford you. But sponsors can, and will if you know how to play their game. This session is a candid, no-holds barred look at the latest trends in sponsorship, how sponsors select speakers and strategies and processes to attract and obtain sponsors for your speeches. Sponsors spent \$24.6 BILLION in 2000, and are one of the fastest-growing ways to get larger fees for your speaking. Get your share of this booming market!



You will learn:

- Key players in the sponsorship game and how to work with them
- How changes in the sponsorship relationship can help you get more sponsors
- What sponsors are looking for in speakers
- What sponsors expect from speakers (and vice versa)
- Where to look for sponsors
- Two questions that generate interest to sponsor you
- What tools you need to get sponsorships

About Vickie Sullivan:

In 1987, Vickie Sullivan caught the attention of professional speakers when she tripled the income of one of her clients in six months. Since that time, she has obtained a national reputation in the speaking industry by generating six figure revenue streams for her clients. As a former agent and now market strategist, Vickie has worked with hundreds of speakers, consultants and industry leaders to penetrate a wide variety of markets ranging from church groups to international meetings. A majority of her clients generate significant income within 90 of implementing her ideas.

Vickie speaks nationally on strategies to promote service-based businesses via public speaking and is the author of two audiocassette tape programs “Springboard Marketing”™ and “Get Those Bookings.” Her work has been featured in the Arizona Republic and Home Office Computing and her articles have been published in Professional Speaker Magazine and other national publications. Vickie’s industry activities include serving on the boards of Meeting Professionals International Sunbelt Chapter, Arizona Speakers Association and the Institute of Management Consultants Arizona Chapter.

Vickie is a graduate of the University of Oklahoma with a B.A. in Journalism/PR with a minor in Marketing. She and husband Larry Miller reside in Tempe, Arizona, along with one “child” (the kind that meow) Tigger.

www.sullivanspeaker.com

SpeakerNet News Teleseminar
“Getting Big-Fee Speaking Engagements from Sponsors”
with Vickie Sullivan
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert, Vickie Sullivan. Vickie has earned a national reputation in the speaking industry by being an accurate market strategist. We’ve invited her to be with us today because she always gives high-value information that we can put to use immediately. She thoroughly researched the topic of sponsors tonight and she will share with us the learning she has garnered. Vickie, thanks for being with us.

VICKIE: It’s always a pleasure to work with you guys.

REBECCA: Thank you. I thought we should start by clarifying for everyone what the concept of sponsor is. Do you want to take a minute to give a sense of what a sponsor is?

VICKIE: A sponsor is an organization that pays your speaker fee because they want increased visibility and goodwill to the audience you’re speaking to.

REBECCA: So it’s not expected that you’d have to do an infomercial for example, but it’s just clear that you are sponsored by this organization.

VICKIE: Right. They are paying your fee because they want additional goodwill or exposure or visibility to the audience you’re speaking to.

REBECCA: Give us a sense of who would be key players.

VICKIE: There are three major key players in the sponsorship game. One is senior management. A lot of sponsor deals are decided by what everyone calls the “C folk,” the COO, CEO, that kind of thing. So, that is one of the key players. The second key players are PR firms. There are a lot of PR firms and marketing firms

that specialize in sponsorships. I'll be telling you later about where you can get a list of those. The third key player is in the sales arena. Folks that make decisions about which trade shows they'll attend. Sometimes it's marketing, sometimes it's sales, but those folks are also key players in the game.

REBECCA: For example, senior management may decide that they want high visibility in a certain market group.

VICKIE: Yeah, a lot of folks are getting involved in branding. Branding is a big, overused word in my opinion. One way that folks are building their brand is through sponsorship so they can be seen as such and such type of company for their target market. So if they're a cutting-edge company, they're going to sponsor a cutting-edge speaker.

REBECCA: I wanted to make sure we knew how all those fit together.

VICKIE: These are the decision makers. I wanted to make folks clear on who the buyers are.

REBECCA: How do we work with these three different groups?

VICKIE: What's the best approach for these folks? For senior management, relationship and credibility are key factors in their decision. A lot of folks make the mistake that they can cold-call their way to sponsorship. That works better with PR firms than senior management. What usually happens is if someone has a cutting-edge or popular book and a member of the executive team has read that book, then they may be more likely to consider the author as a potential sponsor.

So, it's "do they know them already," which is great for consultants or speakers who have an ongoing relationship with an organization. It's great for