

EVENT

RECOMMENDATION TESTIMONIAL REVIEW

PROCESS

- 1 Start with the Speaker Agreement negotiation. Add to your contract:

CLAUSE# POST EVENT. If Speaker's presentation is satisfactory, Organization agrees to provide Speaker with a printed testimonial letter on Organization's letterhead within 14 days following the Event.

- 2 Connection request on LinkedIn anyone you have contact with at the Organization you are working with.
- 3 At the event, AUDIO record EVERYTHING

Not only do you want to capture what you say on stage for later, you will have Attendees (and event organizers) will approach you as you leave the stage and say AMAZING in the moment things! You want to capture those and say their name with "thank you" so you can capture in the audio recording who said that.

After the event, get this audio transcribed to capture what was said then:

- A If you know who said what, send them a message through LinkedIn with the transcribed comments quoted and ask for a recommendation. Sending them what was already said makes it EASY for them to cut and paste into a recommendation.
- B If unknown, then say it's from, for example: "Event Attendee" or a "Business Meeting Audience member" or Event Name Attendee
- C Create memes/posters to post on social media (the JMT Marketing System works great for this).
- D When the LinkedIn recommendation from the Organization is sent, cut and paste over into your eSpeakers account (NOTE: You'll need PRO level for recommendations).
- E Submit in eSpeakers for verification. If the client does not verify when you send to them- you CAN submit a help ticket in eSpeakers with a link to the LinkedIn testimonial for verification.

EVENT RECOMMENDATION/TESTIMONIAL/REVIEW PROCESS

- 4 A week or so after the event (if you did not send a LinkedIn request for recommendation) send the Organization's contact person a CUSTOMIZED version of this email:

What an honor and pleasure to be your speaker at <EVENT>

When you have an opportunity, I would greatly appreciate a testimonial letter about my presentation for your event.

Some ideas of what to say:

The attendees were.....

I heard the attendees saying.....

As an event organizer, He/She made me look.....

Her/His speech.....

She/He taught us....

The boss/CEO said.....

I can't believe.....

Would we bring him/her back?.....

The Speaker was.....

Overall,.....

It was such a pleasure to be there with YOU and your staff!

*My goal was (**customize for your event goal**)*

*If there is anything else I can do for you and your company as I have other (**what other services do you offer? List here**)*

Best Regards,

Name

Signature block

Upon receipt of a signed letter on organization letterhead- copy and paste the text of the letter into your eSpeakers account and submit the PDF signed letter to support@eSpeakers with "Recommendation verification" in the subject line