**Virtual Star Marketing Summit PRESENTER GUIDE**

As a presenter at the Star Marketing Summit, you are a huge part of how meaningful this event will be for those attending. You have been invited to speak because you are doing at least one aspect of your business at an extremely high level. We appreciate you taking time out of your schedule to share and learn at the event.

Attendees want to build their own lucrative speaking businesses and develop other streams of income. They expect to get a jumpstart by attending this event. Rather than teach them your content, teach them how you make money from what you do (some of you this is not the case for; you know who you are). They don’t need you to be an expert. Instead they need you to share honestly what you do that works. They also have some experience and will want to share their ideas in collaboration with you. It is a great idea to do audience participation activities, but ***be careful not to let them hijack your presentation.***

Presentations:

* Please prepare a presentation to fit your scheduled time slot. You will likely want to include:
  + Practical how-to content that cuts to the chase
  + At least one meaningful activity
  + Opportunity for Q&A and input
  + Optional written handout, checklist, or other takeaway that will be uploaded to the Zoom platform and placed in group’s Dropbox
* You are also welcome to participate in the whole event and group activities
* PLEASE DO NOT DO A PRESENTATION GEARED TOWARD SELLING THE AUDIENCE. Do a valuable presentation, and feel free to use **no more than 10 minutes** to talk about what you offer WITHOUT DOING AN ACTUAL PITCH. You may include an offer sheet in with your handouts, but please discuss specifics one-on-one by networking.

You will be given control of the Zoom platform during your presentation. I am also happy to act as your producer if you prefer.

Please send your promotional brochure/one sheet or the contact information you want participants to have, the title of your talk, and the amount of time you would like to speak from 30 to 90 minutes along with the day and approximate time you would prefer (first come, first served).

Again, thank you for taking time to share your expertise with the group. **Please read the Attendee Guide** for more information.

If you have any questions or concerns, please contact Sherry Prindle at 817 657-5301 sherry@sherryprindle.com