#### We are affiliated with the Institute of Management Consultants which has chapters across the USA

You must join the national organization to be a member of this chapter but you are welcome to enjoy our events regardless of where you live. If consulting is a side hustle for you now that you'd like to turn into a full-time business your search may be over. All of our members are dedicated to helping you take your practice to the next level.

**Three ways to speak for IMC*now***

**Introduction** You get 3 to 5 minutes in a chapter meeting to introduce yourself, establish your brand and generate interest in your capabilities for referrals, recommendations and strategic partnerships. We will post a video of your self-introduction on the web site.

**Innovation** Your chance to share something you have discovered with members at a monthly meeting. The stage is yours for 7 to 10 minutes to share your intellectual property with colleagues that will "get it." Experts tell us that the most remembered presentations are a combination of just three key points wrapped in a story or two. if you are scheduled for an Inside Track Presentation we may use all or part of this to promote that event. Yes, it will be posted on the web site.

**Inside Track** A longer form presentation, Live, virtual or hybrid, when we can again meet in person, but because of the territory we serve probably mostly virtual. Webinars ore okay but our members prefer a more interactive approach. We even have volunteers that will assist you in that regard. Time frame is your choice from 30 to 90 minutes but we recommend no more than 45 minutes including Q&A due to "Zoom Fatigue." Your presentation will be posted on the Web site.

## Speaking on our stages

#### What we expect from you

Not all those that would like to speak are chosen. There is a process.

All requests will be reviewed. Here are the requirements for review:

1. Tell us your background and your area of expertise (100 to 150 words)
2. Let us know the audiences you have spoken for in the past (and any member who has "seen you in action")
3. Tell us which stage you would like (Introduction, Innovation or Inside Track)
4. Provide the title of your presentation (including a subtitle if any)
5. Submit a one paragraph description of the presentation that will make our members and followers want to see your presentation (150 to 200 words
6. Tell us the three key takeaways you believe the audience will put to work immediately
7. Include complete contact data (Company Name, Your name, Your Title, Address, Telephone, Web site URL, E-mail address.

If selected we will ask you to:

* **Provide a one-page introduction that can be read before you take the stage.**
* Provide us with a high-resolution digital portrait of you (and one of you on the platform if available)
* Provide at least 2, preferably 3 blogs which we can post prior to your event.
* Provide brief videos to be used in promoting your speaking event.
* Promote the event to your e-mail list and in your social media postings

#### What you can expect from us

We will:

* Promote your innovation or Inside Track event to our members at IMCnow and the national membership
* Video the event, edit it and post it on the IMCnow website
* Publish the key takeaways you furnish
* Give you full credit for the materials presented
* Assure that your contact information is connected to the intellectual property you present

**Forms to make it easy**

This gives us the information and materials we need to promote your appearance. Our promotions are scheduled to begin six weeks in advance of your appearance. That is why we like to have your materials and information 8 weeks in advance.

You will find two kinds of forms attached:

1. The information we need to promote an innovation talk
2. The second if you areselected for an Inside Track Presentation

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**Self Intro Information**

Your Name: Appearance Date:

Your Title:

Company Name,

Address:

City:

State:

Zip:

Telephone:

Web site URL:

E-mail address:

## Number of Blogs attached:

## **Introduction Tips**

#### You Have 3 to 5 Minutes...No More. You will need to be succinct, but not boring. This is the time that you can most readily establish your brand.

#### Start With Your Name Use your first and last name. If one of them has an odd spelling or is pronounced differently than folks would expect point out that difference. (It helps recall)

#### Answer the Question, "What Do You Do? Consultants, like most clients are looking for solutions to their problems. Tell us your area of expertise without dropping into generic terms. Being a little different makes you memorable.

#### Tell Us the Problem You Solve For Your Ideal Clients. Give us a mental picture of your ideal client in terms as specific as you like and the thing that they need done that gets you hired.

#### Explain How You Get the Results they Need. We don't need a step by step. An overview will be more than sufficient. Is the approach you use unique to you? If so, tell us.

#### Tell Us A Story Of Outcomes. Is there a story about how you came to deliver this service or perhaps an epiphany that led to your approach? Using your formula, have you generated specific results you can tell us about?

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**Innovation Talk Information**

**An Innovation talk** is 7 to 10 minutes that sums up a discovery you've made or a modification to a best practice that works for you to get the kinds of results your clients are looking for.

We suggest you begin with a brief answer to the question, "What do you do?" that allows your audience to understand:

* Your expertise
* Your ideal client(s)
* The problem you solve
* Examples of outcomes you deliver

The remainder of your time should be spent on the how, the methodology that you use. Our members appreciate interactive components in presentations particularly if they add understanding to your materials.

Your Name: Appearance Date:

Your Title:

Company Name,

Address:

City:

State:

Zip:

Telephone:

Web site URL:

E-mail address:

High resolution portrait attached?

High-resolution photo presenting attached?

Promotional video link

(Only links to Vimeo or YouTube accepted)

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(Innovation Talk Information continued)

Talk Title:

Sub Title:

This Talk is about:

Folks will want to see it because:

The three key takeaways are:

Anything else you would like us to know for promotion?

**We begin promoting your event 4 to 6 weeks in advance of when you are scheduled. We ask you to:**

* **Send us a one-page introduction we can read to introduce you to the group.**
* Provide at least 2, preferably 3 blogs or articles which we can post prior to your event.
* Provide brief videos to be used in promoting your speaking event.
* Promote the event to your e-mail list and in your social media postings

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**Inside Track Presentation Information**

**An Inside Track Presentation** is intended to provide the members with a platform to put their Thought Leadership on display. Length can vary from 30 to 90 minutes including Q&A. Preferred length is a maximum of 45 minutes including Q&A

We suggest you begin with a brief answer to the question, "What do you do?"  as a self- introduction.

The remainder of your time should be spent on our approach to the arena which you've come to tell us about.. Stories that incorporate factual accounts are always appreciated. (names may be changed to protect the guilty) Our members appreciate interactive components in presentations particularly if they add understanding of your viewpoint..

Be sure the three key takeaways we promoted are part of your presentation.

Your Name: Appearance Date:

Your Title:

Company Name,

Address:

City:

State:

Zip:

Telephone:

Web site URL:

E-mail address:

High resolution portrait attached?

High-resolution photo presenting attached?

Promotional video link

(Only links to Vimeo or YouTube accepted)

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(Innovation Talk Information continued)

Talk Title:

Sub Title:

This Talk is about:

Folks will want to see it because:

The three key takeaways are:

Anything else you would like us to know for promotion?

**We begin promoting your event 4 to 6 weeks in advance of when you are scheduled. We ask you to:**

* **Send us a one-page introduction we can read to introduce you to the group.**
* Provide at least 2, preferably 3 blogs or articles which we can post prior to your event.
* Provide brief videos to be used in promoting your speaking event.
* Promote the event to your e-mail list and in your social media postings