



## Here are some best practices when it comes to hosting Leadercast 2022 – The One thing!

Whether you're hosting on May 4, 2022 or rebroadcasting on a different date, we find that these tips should help with ticket sales.

The Leadercast team suggests the following:

1. Leadercast sets itself apart from other one day leadership events by our yearly themes. So, to put it plain and simple, what is The One Thing that makes a leader worth following? A thought-provoking question like this is enough to spark open conversations about how to develop yourself, colleagues, family, and friends as leaders.
2. Have a chance to network and interact with colleagues and peers, especially after not being able to do so these last two years. If your attendees aren't comfortable enough gathering in person just yet, they have the chance to enjoy learning about The One Thing from the comfort of their own home.
3. Define your audience! Read through the speaker bios and figure out which audience members would benefit most from the named speakers for this year's event:
  - a. Andy Stanley has been a staple in Leadercast's history bringing "outside the box" thinking and leadership takeaways, year over year. He's always one of our top-rated speakers!
  - b. LeVar Burton is an actor, director, educator and cofound of the award-winning Skybrary App and hosted *Reading Rainbow* for more than 23 years. He was in such shows as *Roots* and *Star Trek: The Next Generation*. Reaching out to your local schools (high school and colleges) with media production groups would particularly spark interest in addition to your millennials and generation X participants!
  - c. Richard Rohr is a Franciscan friar, author, and ecumenical teacher. He is the founder for the Center of Action and Contemplation. He would pique the interest of your local religious organizations. You would be surprised at how many people are already familiar with him!
  - d. Angela Duckworth is an author and the CEO of Character Lab which is a nonprofit whose mission is to advance scientific insights that help children thrive. She would appeal to a lot of parents out there who want the best for their kids.
  - e. Catherine Price is all about FUN. She's a renowned science journalist, speaker, teacher, consultant, and author. Her talk will be appealing to all attendees.
  - f. David Horsager is the CEO of Trust Edge Leadership Institute. His talk will resonate with entrepreneurs within your community, especially those who are head of startups in the age of Covid.
  - g. Diana Trujillo is an aerospace engineer at the NASA Jet Propulsion Laboratory where she leads the engineering team responsible for the robotic arm of the Perseverance Rover. She has been recognized as one of the most influential Latinos in the technology industry. Her story is incredibly moving about how she came to the United States and had a dream of working for Nasa. Her talk will be appealing to women in the technology field, especially young adults.



- h. Sukhinder Singh Cassidy has 25 years of experience founding and/or helping scale companies like StubHub, Google, Amazon, and theBoardlist. Sukhinder's talk, coupled with Diana's, will resonate with women in the technology field, especially young adults.
  - i. Molly Fletcher spent two decades working as one of the world's only female sports agents and is hailed as the "Female Jerry Maguire" by CNN. Anyone who likes sports will enjoy Molly's talk!
  - j. Steven Kotler is a bestselling author, award winning journalist, and founder and executive director of the Flow Research Creative. He's one of the world's leading experts on human performance. Anyone in the science/psychology/psychiatry field will benefit from hearing Steven on stage.
  - k. Joe Boyd is the CEO of Leadercast, a storyteller, entrepreneur, and executive producer of more than 10 feature films. His creative agency, Boonrise, has helped shape the culture of Fortune 500 companies and organizations. Young adults trying to make it in the field of production and movie making will find what Joe has to say interesting!
  - l. Tarik Davis is going to be the host of Leadercast 2022! Tarik is an actor, writer, and avid pop culture consumer based in New York City with a 20-year history of acting, performing improv, and writing comedy. He has appeared in multiple commercials and television shows such as Late Night with Seth Meyers, Ray Donovan, Friends from College, and more. Any young adult will want to see Tarik on stage with his energy and comedic interludes!
- 4. We continue to offer CEUs (Continuing Education Credits). Our governing agencies include nursing, HR professionals, and general credits (e.g. real estate agents, investment bankers, etc.). Those pieces of marketing collateral will be available on the portal once we have been approved across all fronts for marketing and post-event application.
  - 5. Get social virtually hosting Leadercast and share the experience of what everyone gains from being able to network, interact, and perform activities together. Form questions, offer giveaways, contests, etc. and communicate through any social media or internal platform. Make sure to visit the Book List via the portal and partner with Amazon to leverage those books as prizes. These platforms include Facebook, Twitter, Instagram, and LinkedIn.
    - a. Post-event, offer a "Happy Hour" and it'll give your attendees a chance to unwind and talk about all the takeaways from the event
  - 6. If you are hosting an in-person event, make sure to reach out to local speakers to come give a short talk during the breaks or give a representative from one of your sponsor(s) a chance to speak. If you are hosting virtual, either have a pre-recorded video or use the various social media platforms to let your sponsor say a few words.
  - 7. We at Leadercast give a "swag bag" to our in-person attendees. This can include anything like a pen, journal, etc. If you are hosting virtually, you can offer a "virtual swag bag"! These ideas include:
    - a. Digital journal (provided by Leadercast)
    - b. Digital coupons from your sponsors (include a dollar value)
    - c. E-gift cards from your sponsors (for lunch, etc. – include a dollar value)