Find Speaking Leads

1. Google **[industry]** plus the words **[association] [conference] [convention]**

2. For each association/event, **record:** URL, meeting dates, contact phone and names/emails of executive director plus programming, conferences/events, or membership execs

3. Find the link for the **50 state chapters** or affiliates (this is either in a directory listing format or sometimes a national map with clickable links)

4. For each of the state/regional affiliates, make note of their meeting dates, contact phone and names/emails of executive director plus programming, conferences/events, or membership

Summary: For each industry association, you now have 51 leads – the national association conference plus its 50 state conferences. And there may be as many as 10 or more related associations that serve any given industry (Example: electrical engineers, mechanical engineers, civil engineers, computer engineers, environmental engineers, etc.)

Bonus tip: Use the filetype qualifier in Google to find juicy tidbits like membership or attendee lists, past conference brochures, and more. Ex: *banking association conference* **filetype:pdf** or *real estate convention attendees* **filetype:xls**

Contact Speaking Leads

1. For each of the contacts you identified above, send the following email, substituting your specific information into the designated placeholders:

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Hi [NAME],

I'm not sure if you can help me, but I am hoping you might point me in the
right direction.

Would you happen to know who is responsible for selecting speakers for your
20xx Conference coming up in [MONTH]?

I have a program titled, [TITLE] I am not sure if a high-energy [TOPIC]
program like this is a good fit for your event (from what I saw on your
website, I think it might be), and I would like to connect with the right
person to find out.

Any help you could provide would be greatly appreciated.

 [YOUR NAME]
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2. Follow up by phone, Linkedin, and/or handwritten note. Ask about their speaker selection process, budget, timing, goals, audience needs, and how you can help/serve their group.