

NOT YOUR MOMMA'S ANNUAL CONFERENCE

AI, Follow-Through, Modern Engagement – Here's What's Working!



Top Tips for Engaging Your Audience

- Pack the schedule with real-life stories
- Include plenty of entry-level recognition
- Use knowledgeable field members to train (not just top tier)
- Live Q & As
- Utilize round-table networking moments
- Connect with attendees before/during/after
 - Social Media Groups before-hand
 - Live video meetings for them builds excitement & connection
 - Online photo-sharing (Google, WhatsApp) during & afterwards

LIVE Streaming Success

- Recognize the reality of WHY LiveStream is crucial
 - Demonstrates the company sees every person as valuable
 - Economic reality in slow job market
 - Travel becoming more expensive
 - Field demographic becoming younger, with young families
- Help virtual-attendees feel included
 - Speak directly to them
 - Offer conference-only promo deals to them
 - Let them participate in swag sales
 - Offer a “chat” option on the Livestream
 - Remember that streaming demonstrates value of in-person next year
- Consider a “down monitor” so speakers can see chat during relevant portions
- Schedule shorter sessions (45 minutes max)
- Create post-event social media challenges
- Utilize breaks strategically
 - Have cameras share what is going on (snacks, sales, etc.)
 - Reward them for returning to their virtual seats “on time”
 - Prizes for trivia questions on prior session
 - Fun engagement opportunities for the chat
- PLAN, PLAN, PLAN
 - Speakers/Trainers mantra, “Be concise, be fun, be flexible”
 - Focus less on scripts and more on flow with strategic engagement

- Scripting is stiff; try bullet point outlines
 - Build each session on the one before it
 1. Train on a skill
 2. Train on how to apply it in real life
 3. Train on a relevant tool

Fortune Is in the Follow-Through

- Post-conference meeting of all field-touching team at conference
 - Ditch the phrase “post mortem”
 - Consider doing this in a series of meetings
- Plan for ways to empower leaders to not feel like they’ll be penalized for rough patches
- Survey the attendees—and look for unique ways to get participation
- Utilize strategic post-event social media challenges on key trainings
- Double-down on post-conference recognition
- Schedule additional trainings on most popular topics

It's 2025, Not 2005: Modern Areas of Focus

- Showcase Top Producers (not just top ranks)
- Forgo scripts, use bulletpoint outlines
- Include personal stories
- Storytelling isn't just for selling and social media
 - Stories will be borrowed and repeated
- One outside keynote is enough
 - Big names are less important
 - Relevance and engagement is highly important
- Paper agendas / ads / worksheets are passe'
 - Apps and QR codes to digital sites are practical
 - These also enable new information to disseminate quickly
 - Downloadable PDFs for trainings are practical and easily accessible
- Swag bags remain popular
 - No fluff or trinkets
 - Include a pen and notebook

- Selfie Stations
 - Promotional posts
 - Memory posts

AI Avenues

Each department should have at least one team member with an AI account that has “learned” about the company and department, including voice, priorities, style

- Email campaigns
 - Before, during and after
- Agenda
- Refining outlines
- Session titles
 - Fit tone of conference (fun, professional, conservative, etc.)
 - Engaging
- Engagement ideas
 - In-person attendees
 - Virtual attendees
- Swag suggestions
- Follow-through engagement
 - Based on agenda
 - Including knowledge of attendees

Contributors



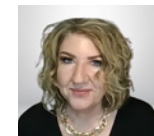
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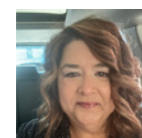
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