BETTY GARRETT
EXECUTIVE COACHING

hot tamale

RELATIONSHIP MANAGEMENT

Become a strategic partner and consider the following items listed below (I suggest listing 5 of these and then have the decision maker select 3 out of the 5 you have suggested). Then place these in your contract and experience less surprises!

- Book signings; personalize each book if possible
- Social media promotion if appropriate
- Attend meet and greet receptions
- Arrive the night before the event and meet attendees; then mention one of their names during your presentation
- Suggests meeting with the executive team
- If there is a big sponsor, meet and thank them, give one of your books
- Offer to do an interview if media is present
- Follow up after the meeting to continue the learning process
- Write an article for their website/newsletter
- Offer a 30-minute webinar as a refresher after the conference
- Recommend a pre-post 30 second videos
- Be flexible especially when on site
- Meet the vendors and event tech; they can refer you to other groups