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 @mPRcommsteam

# Executive Thought Leadership: *Speakers Bureau*

## Shape the dialogue within your industry.

mPR's all-senior team, with deep experience managing client speakers bureau programs, helps elevate an organization and its leaders by landing key speaking opportunities in relevant online and offline forums. We go beyond the event to leverage it for additional press, social media and thought leadership impact.

## Support Business & Marketing Goals

- Grow digital footprint and public profile to increase visibility
- Connect and engage in ongoing dialogues with with fellow speakers, industry peers, partners, media/analysts and customer prospects
- Add to the drumbeat of company/leadership news with event-related media outreach

## Full-Service Strategy & Execution

- Curate thoughtful list of targeted events
- Focus on earned (unpaid) opportunities
- Collaborate on sponsored events
- Meet to continuously refine compelling trends, data and customer case studies
- Leverage analyst firm relationships
- Speaker training and media coaching
- Onsite support at events
- Managing interviews
- Deck development and support
- Event follow up for continued media/analyst engagement



Engage with mPR's senior-level executive thought leadership team:  
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