



# Public Words

ONE-DAY WORKSHOP

## MASTERING THE BUSINESS OF THOUGHT LEADERSHIP

8:30 - 9:00	<b>Who Are You?</b> Overview and interviews.
9:00 - 10:00	<b>What's Your Idea?</b> Your two-minute message and your two-second message.
10:00 - 11:00	<b>What's Your IP and Speech?</b> Establishing your expertise; crafting your speech.
11:00 - 12:00	<b>Who's Your Audience?</b> Your free content and developing your community.
12:00 - 13:00	Networking Lunch: <i>Top of the Hub with 360 degree views of Boston</i>
<b>The Thought Leadership Business</b>	
13:00 - 14:00	I. Speakers bureaus: one sheets, sizzle reels and third-party endorsements.
14:00 - 15:00	II. Meeting planners, contracts and relationships.
15:00 - 16:00	III. Travel, showing up and doing a great job.
16:00 - 16:30	IV. After the speech.
16:30 - 17:00	V. Putting it all together – the storyteller's persona and the story.
16:30 - 17:00	Wrap up and next steps.