

Virtual Skills Summit 2021

Speaker Guide

We are very thankful you've decided to be one of our Expert Speakers at this year's *Virtual Skills Summit*. You were specifically invited because of your unique and profitable skill set combined with the proven ability to teach and inspire others.

A BIG disclaimer for this guide...

I fully recognize you are all talented presenters and teachers and probably don't require an instructional guide on how to design and deliver engaging presentations. But, in the spirit of "awesomeness", I would like to outline our expectations to ensure we put on a highly impactful Summit that people will remember for quite some time.

The inspiration behind our Summit is perfectly summed up with this famous adage:

"Give a person a fish and you will feed them for a day, but TEACH them to fish and you will feed them for a lifetime."

Here are a few quick instructions to guide the design and delivery of your presentation:

1. Please follow this basic format for your session: STORY, SKILLS & STEPS

- **STORY (Hook)**

- Share your story on how the "Skills" you are teaching have impacted your business and the lives of others
- People LOVE stories as you know and will draw them into your world (and your presentation)

- **SKILL DEVELOPMENT (Inspired and Actionable Teaching)**

- The Summit is designed to teach skills that will amplify opportunities for our students in this rapidly growing Freelance economy
- Take this time to teach a simple framework, strategies, steps or tools to help them move forward in their business

- **STEPS (What's Next)**

- The final section will include a summary of what you taught and offer some next steps for the participants.

2. Plan your presentation content for a 40 to 50 minute time frame.
 - You will be the lead trainer but I will be interacting with you where appropriate during the presentation.
 - I will be sure to not interrupt your flow, but rather to clarify an important point, offer value or ask a quick question. I will be there to facilitate some relevant discussion along the way.
3. You are all pros, so definitely use your best HD webcam & microphone!
4. Each presentation slide deck should adhere to standard best practices for adult learners:
 - Less text and more visuals
 - Bullets are fine, but let's animate so we are only teaching one idea at a time
 - Share examples, steps and strategies
 - We love images and so does the learner
 - Recap and repeat for emphasis
 - Use good font size (no squinting allowed)
5. Your Action Checklist will be a series of steps, strategies or actions that you covered in the training that the learner can easily reference and apply.