

Confessions of a Conference Organizer

10 Point Checklist

Kelvin Newman

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Large conferences can unlock the power of connection: Like-minds meet, networks expand, knowledge is shared, and collective success occurs.”

KELVIN NEWMAN

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Diversify my content approach. Experiment with different content formats to engage my audience.
- Blend technical SEO skills with creative content creation. This will help me create a well-rounded approach. Understand how people read content and leverage that in my SEO strategy.
- Focus on creating content that provides solutions to the pain points of my target audience.
- Plan the narrative and flow of my presentation and then build slides to support it. Don't let slide construction determine the flow.
- Create slides that focus on one idea. Avoid addressing multiple ideas in one presentation slide. Use visuals, colors, and imagery in slides to support my points and break up large paragraphs of text.
- Practice my talk to ensure it fits the allotted time. Save key points/takeaways for the end of my presentation.
- Confidently present my ideas. Avoid apologizing for being new or nervous. Audiences want me to succeed.
- Develop my own distinctive presentation style and tone. Avoid rigid rule following.
- Build networking opportunities at my events. Socialize with new contacts and get to know them.
- Explore opportunities to participate in BrightonSEO events by checking out Kelvin Newman's website, brightonseo.com. Engage with Kelvin on his [Twitter](#) or [Threads](#).