

Be a Thought Leader: Why You (and Your Clients) Need to Speak at Events



Katy Boos

CEO, Remix Communications



Our Session Today

- **What is Thought Leadership?**
- **Why Speak at Events?**
- **The Importance of a Good Topic**
- **How Can You Get Speaking Opportunities?**
- **A Few Tricks**
- **Go Beyond the Room**



What is Thought Leadership?





Amy Webb

Futurist, Author & Founder

Why Is Thought Leadership Important?

71% of respondents made purchase decisions based on interactions or recommendations from someone they perceived as a thought leader

- Predictive ROI 2022 Study

American's Fears

27% Devastating Hurricanes

26% Snakes

26% Murder by a Stranger

26% Dying

29% Public Speaking

Chapman Survey of American Fears



Why Speak? Establish Yourself as a Thought Leader

Share your expertise

Build your career

Grow awareness

Increase revenue

Be visible to VCs

Meet new potential partners

Recruiting

How to Find Your Topic

- **What's Your One Big Thing (OBT)?**
- **Think Differently**
 - **Go Narrow**





**“If you try to make
three points you
make no point.”**

James Carville, Political Consultant and Author



Go Narrow

Streamline PR Agency Operations With AI

AI in Healthcare: Help or Hinderance?

**The Power
of AI**

Your AI Might Be Prejudiced

How AI is Changing the Way We Sell

Why AI is a Great Career for Young Women to Pursue



Before

**“How to keep
your company
secure”**

After

Retail Crime: Keep Theft Out and Bring Shoppers, Employees Back In

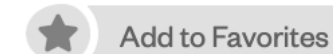
📅 Mar 8, 2024 ⌚ 11:30am – 12:30pm CT ⭐ [JW Marriott](#) ⭐ [Salon 1-2](#)
🏷️ [Fashion](#) [Technology](#)

Retail theft is a nearly \$100 billion problem. It turns out that some efforts to thwart shoplifters, like locking up inventory behind glass, have had an unintended consequence: deterring paying shoppers. A Harris Poll on behalf of security company Verkada found that 71% of shoppers said the anti-theft measures made them less likely to purchase items in-person. Consumers are also concerned that frontline retail workers are not equipped to handle criminal behavior, such as theft or violent threats. In this session, hear how experts are tackling the issues of retail theft and consumer safety.

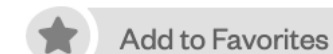
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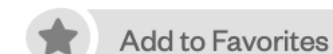
Brandon Davito
Verkada



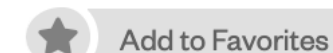
Christie Fleischer
Benefit Cosmetics LLC



Read Hayes
Loss Prevention
Research Council
(LPRC)



David Johnston
National Retail
Federation



How do I get a speaking spot or a chance to be a podcast guest?

Start with keywords:

- **Security**
- **Cybersecurity**
- **Retail**
- **Theft**
- **Workplace safety**

Google

- **Cybersecurity + conference**
- **Cybersecurity + events**
- **Cybersecurity + agenda**
- **Cybersecurity + speaker**



Find Events

- **Media outlets**
- **Associations**
- **Event websites**
- **AI**
- **Tools**



Do I fit at this event?



Package Yourself

- **Abstract (Your Topic Idea)**
- **Bio**
- **Headshot**
- **Video**
- **Past Speaking Engagements**




Dr. Aisha Simmons


FOUNDER & CEO,
SUASA INNOVATIONS

Bio

Dr. Aisha Simmons is a visionary leader and trailblazer in the tech industry. With a passion for innovation and a commitment to excellence, she has steered Quantum Innovations to unprecedented heights. Here's a glimpse into her remarkable journey:

Dr. Simmons holds a Ph.D. in Computer Science from Stanford University, where her groundbreaking research focused on quantum computing algorithms and their practical applications. Her thesis on "Quantum Neural Networks for Solving Complex Optimization Problems" garnered international acclaim.

 /in/brandon-davito-669467/

 @verkadahq

Podcast Topics

- Quantum Algorithms
- Quantum-Inspired Computation
- Hybrid Quantum-Classical Computation
- Quantum Machine Learning
- Artificial Intelligence
- Entrepreneurship
- Diversity and Inclusion

CONTACT: KATY@REMIXCOMMUNICATIONS.COM



Find event and podcast contacts and pitch yourself





A few tricks



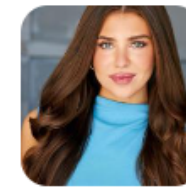
Crush It as an Influencer, No Matter Your Generation

📅 Mar 15, 2024 ⌚ 11:30am – 12:30pm CT ⭐ [Austin Convention Center](#) ⭐ [Room 6AB](#)

📁 [Social Media](#) [creativity](#)

Influencer marketing is on fire. This year, the influencer marketing economy is valued at \$21.1 billion (McKinsey). Not surprisingly, there is no shortage of people who want to be influencers, but what does it take? Can you be older than a teenager to become one? In this session, you'll hear from a top influencer management firm, two influencers of different generations, and a marketing executive who mentors women about pursuing their dreams, no matter their age.

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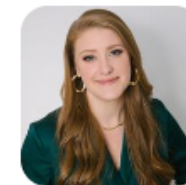
Audrey Boos
Influencer

⭐ Add to Favorites



Shana Davis
Ponte Firm

⭐ Add to Favorites



Alex Devine
VSG, a Spindustry Company

⭐ Add to Favorites



Jeanne Grey
GREYLAYERS LLC

⭐ Add to Favorites

How can I go beyond the room?

Elizabeth Wendorf • 3rd+
Program Manager at LinkedIn | Execution Machine | Culture Champ...
Powerhouse panel!!!! Beautiful synergy and powerful points shared on how to be more inclusive in business for our customers and with our teams internally... 🙌

Like · 3 | Reply

Janie Smith (She/Her) • 2nd
Senior Product Manager at LinkedIn
Worlds colliding! I feel amazingly lucky to have had the opportunity to work with two of these inclusive teams, under your leadership and examples, [Maria Yap](#) and [Erica](#).

Like · 1 | Reply

Gretchen Schaffer • 2nd
Vice President at Remix Communications
Great job Erica!

Like · 3 | Reply

Mordy Golding (He/Him) • 2nd
Product @ LinkedIn | Instructor Experience and Learning Content T...
Two of my faves sitting side by side — [Erica Ewing Lockheimer](#) and [Maria Yap](#)! Love it!

Like · 1 | Reply

Roza Alon • 3rd+
Systems Eng | Product Mgmt | Finance
Love the dress and sneaker look, empowering 🙌

Like · 4 | Reply

Katy Boos (She/Her) • 2nd
CEO, Remix Communications
It was an absolute honor to put together a powerhouse women! ⚡

Like · 3 | Reply

Colette Stallbaumer • 2nd
General Manager, Microsoft 365 & Future of Work at Mi...
1d · 🌐
That's a wrap on my first SXSW experience! It was a pleasure speaking on a panel with [Maria Yap](#), [Erica Ewing Lockheimer](#), and [Linda Aiello](#). What an incredible opportunity to connect and share insights with women who are paving the way forward in [#tech](#) & inclusive culture.



87 likes · 4 comments

Erica Ewing Lockheimer • 2nd
VP of Engineering, LinkedIn Talent Solutions and LinkedIn Lear...
4d · Edited · 🌐
And that's a wrap on our panel on "How to Build An Inclusive Tech Culture" at SXSW !!

Such an honor meeting these amazing leaders for the first time to share our best practices on how we hire diverse teams, work inclusively in this new hybrid/remote work environment, and how we build products that are more inclusive.

Such an honor! And here we are doing a power pose before our panel talk, and fun times when you accidentally are twinning [Linda Aiello](#) from [Stitch Fix](#) [Maria Yap](#) [Adobe](#) and great to hear some of the similar projects we are working on [Colette Stallbaumer](#) at [Microsoft](#)

[#SXSW](#) [#WomenInTech](#) [#inclusiveleadership](#) [#remotework](#) [#linkedin](#) [#microsoft](#) [#stitchfix](#) [#adobe](#)

And thank you to the [#BehindTheScenes](#) crew [Katy Boos](#) [Gretchen Schaffer](#) [Elizabeth Wendorf](#) [Victoria Y. Greg Earl](#) [Fred Han](#) 🙌



Maria Yap • 1st
Vice President, Digital Imaging at Adobe
1w · 🌐
Exciting news to share: On Saturday, 3/12 I'll be speaking on a panel at SXSW about building an inclusive [#tech](#) culture with [Stitch Fix's Linda Aiello](#), [LinkedIn's Erica Lockheimer](#) and [Microsoft's Colette Stallbaumer](#). We'll discuss how we work to create a [#teamculture](#) that celebrates diverse opinions and dive into our challenges and successes in ensuring everyone has a voice. Look forward to seeing you there! [#SXSW2022](#)



How to Build an Inclusive Tech Culture
schedule.sxsw.com · 1 min read
You and 63 others · 5 comments

Now a takeaway challenge for you:

01

Find one event or podcast that could be a good fit for you.

02

Focus on one topic; write a few sentences about it.

03

Pitch your idea to the event organizer or podcast host.

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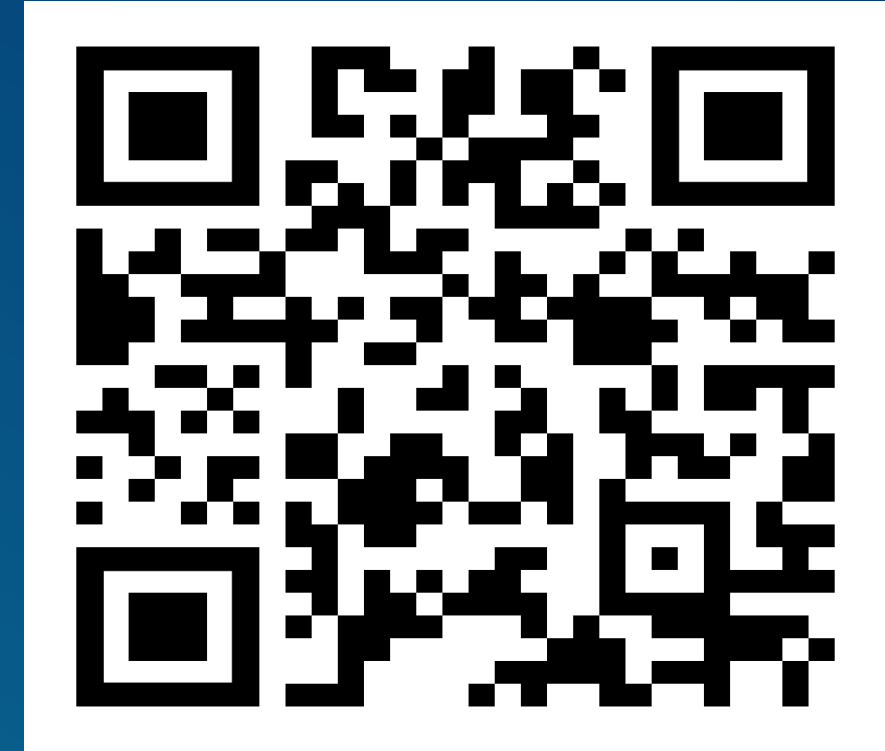
03

**Pitch your idea
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podcast host.**

Just Do It: Get On Stage!



Thought Leadership Resources



 /katyboos/