

# Raise Your Visibility Through Speaking & Podcasts

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# Why Speaking and Podcasts Matter for Your Brand

1

Boost  
Authority



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**Recruiting**

# The Numbers Don't Lie

Sources:

<sup>1</sup> Edelman-LinkedIn, 2024 B2B Thought Leadership Impact Report

<sup>2</sup> IAB/PwC, U.S. Podcast Advertising Revenue Study

## 73%

### Trust Through Thought Leadership

B2B buyers say high-quality thought leadership makes them more receptive to outreach and builds trust in a brand.<sup>1</sup>

## \$2B

### Podcast Market Power

U.S. podcast ad spend topped \$2 billion in 2024, showing brands' confidence in the medium's reach. Guest appearances give you that exposure—without the paid spend.<sup>2</sup>

# Ready? Let's Go!





# Choosing Your Topic: Six Proven Approaches

1

## How-To

Share expertise others want to learn.

Examples: "Culture Fallout: How to Avoid Employee Breakups" or "The Tech Product Marketing Playbook for Hypergrowth."

2

## Trends

Analyze what's happening in your industry. Examples: "You Reorged: The Future of Marketing Careers" or "Lose Your Mind to AI? A Neuroscientist and AI CEO Debate."

3

## Contrarian

Challenge conventional wisdom. Examples: "Enemies, Friends or Frenemies: Why Work with Competitors" or "F\*\*\* Productivity: Make Space for Creative Joy."

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4

## Making a Case

Advocate for an undervalued approach. Example: "Accessibility: Your Product's Secret Weapon."

5

## Workshop

Hands-on learning experiences. Example: "Drawing Workshop for Teachers: Exploring Creativity in the Age of AI."

6

## Timely

Address current events and news. Examples: "Miles from Care: Maternal Health After Medicaid Cuts" or "Reinventing How States Fund Public Education."

# Hot Tip for Agencies

## Leverage Your Clients as Speaking Partners

A customer success story or multi-perspective panel often has more appeal to conference organizers than a solo pitch.

Bonus: You'll strengthen client relationships while increasing your chances of acceptance.



# Anatomy of a Speaking Abstract

1

## Attention Grabbing Headline

2

## Not Salesy

3

## Succinct Description

4

## Clear Takeaways

### How to Be Seen: Building Your Personal Brand

Your reputation is your career capital. In this hands-on workshop, Alana O'Grady Lauk, a VP of Communications, and Katy Boos, a top thought leadership strategist, will guide you through why your personal brand matters, how to build it with confidence, and what visibility can unlock.

You'll learn how to show up online and in real life in ways that feel authentic and sustainable. Expect real examples, actionable tools, and small group exercises designed to help you clarify your message, identify your platforms and target audiences, grow your presence, and speak with purpose.

### Attendees will:

- Learn how to clarify your message and position yourself with purpose
- Build confidence by reframing self-promotion as strategic visibility
- Walk away with tools to grow your brand online and offline authentically



# Finding the Right Speaking Opportunities



## Define Your Audience

What audience do you want to reach? Research which events those people attend. AI can be very helpful at this discovery stage.



## Deep Dive Into Events

Who speaks there? What types of companies, titles, levels, topics? What session formats do they use? Is it a geographic fit for your needs?



## Submit Your Idea

Find the organizers and Call for Speakers. Submit your compelling abstract that follows the proven format.

# Research Tools & Tactics

Google searches like "2026 AI + Marketing conference speaker submissions"

Monitor social accounts for your target events

Look at events your peers have spoken at, then research upcoming editions

Use AI cautiously to generate event lists

# Podcasts: Your Warm- Up Arena







# Why Start with Podcasts?

Podcasts are an excellent way to get comfortable speaking, hone your messaging, and test what resonates—all before stepping onto a conference stage. The conversational format feels more natural, and you can build a portfolio of appearances that demonstrate your expertise.





# Anatomy of a Podcast Pitch

## Subject Line That Hooks

"Guest Pitch: Why Brand, Not Budget, Is the Real Growth Lever"

## Frame the Problem

"Acquisition costs are climbing. Churn is real. Marketing budgets are stretched thin. Performance marketing won't save you."

## Establish Credibility

Brief background that shows why you're uniquely qualified to speak on this topic.

## Lead with Listener Value

Start with what their audience will take away—not your credentials. Open with the provocative insight or problem you'll solve.

## Present Your Solution

Offer 3-4 concrete talking points that demonstrate expertise and align with the show's themes.

## Simple Close

"Would you be open to having [Name] on your show to dig into why brand, not budget, is the true growth lever?"

# Finding the Right Podcasts

- **Podchaser** – Comprehensive podcast database
- **ListenNotes** – Search engine for podcast episodes
- **Rephonic** – Podcast analytics and discovery
- **AI tools** – Use cautiously for initial research



# Golden Rule

Always listen to 2-3 episodes before pitching. Understanding the host's style and audience is non-negotiable.

# Critical Mistakes to Avoid:

- Don't pitch shows that don't take guests
- Don't use obvious AI-generated pitches
- Don't pitch ideas that don't match the show's focus



# Key Takeaways: Your Action Plan

## Think Long-Term

Each speaking or podcast placement is a lasting visibility asset—not one-time exposure. These create evergreen citations that strengthen your credibility in search and AI discovery.

## Your Topic Makes or Breaks You

Choose from proven frameworks: How-To, Trends, Contrarian, Making a Case, Workshop, or Timely. Consider bringing clients or industry experts as panel partners.

## Craft Compelling Pitches

Whether speaking abstract or podcast pitch: attention-grabbing headline, not salesy, succinct description, clear takeaways. Lead with audience value.

# Key Takeaways: Your Action Plan

## Do Your Research

Deep dive into events and podcasts. Use search tools, follow target events' social media, and do peer research. AI can help, but human judgment is essential.

## Just Do It

Start with podcasts to warm up, then graduate to speaking. Roll up your sleeves, submit that pitch, and build your visibility one placement at a time.

# Thank you!

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