



Speaker Self-Promotion Guide

Congratulations! You're a Speaker at XP 2019

Promote Yourself and Your Business

Get the most out of your speaking engagement at XP 2019 by using the conference as a reason to build both your personal brand and awareness of your business.

Promote your speaker status and your session directly to your clients, prospects, and colleagues by tweeting, posting, blogging, emailing, and talking about your upcoming session at XP 2019!

If you can't do it yourself, make sure someone in your organization is posting, blogging, and tweeting for you during the months, weeks, and days leading up to the conference.

Here are 5 tips to promote yourself and get the most out of XP 2019:

1. Get Active on Social Media!

Make sure to follow Agile Alliance on Twitter ([@AgileAlliance](https://twitter.com/AgileAlliance)) and use **#XP2019** when tweeting about your session. Say something intriguing or informative about your session topic and include this link to the conference page:

<https://bit.ly/2CAWzKk>

2. Keep Your Event Schedule (SCHED) Profile Up to Date

Attendees will know you by your speaker profile in the online event schedule (SCHED), so check to make sure your profile is accurate, complete, and up to date. [Login to SCHED](#) and edit your profile if necessary.

Speakers who did not already have an existing SCHED account have had an account created and an email was sent to you with login instructions.

3. Post Your Speaker Badge!

Add your badges to your emails, websites, social media sites, blogs, and newsletters today!

Download your badges:

[180 X 150](#)

[300 X 250](#)

[600 X 100](#)

**LINK your badges
to the XP 2019 webpage:**

<https://bit.ly/2CAWzKk>



4. Promote Yourself to Key Audiences

Promote your session at XP 2019 through all your communication channels to drive awareness of your specific expertise and increase attendance for your session.

Invite Key People to Attend

- ✓ Send an email invitation to your colleagues and friends. Invite them to XP 2019 to meet you and learn from you directly.
- ✓ Encourage clients, prospects and partners to attend, and schedule face-to-face meetings with them.
- ✓ Tell your colleagues you're speaking at XP 2019 and invite them to the conference to attend your session and meet up with you.

5. Quickly and Easily Promote Yourself to Your Key Audiences

Use the media checklist below to promote yourself and your session! Write a short self-promotional blurb about yourself and your session by using your session title and highlights of your speaker profile and session description on SCHED. Post your blurb everywhere you can and include your speaker badge where appropriate.

Your Media Checklist

Include your blurb in your:

- ✓ Email
- ✓ Company Newsletters
- ✓ Personal Email Newsletters
- ✓ Company Website(s)
- ✓ Personal Website(s)
- ✓ Company Blogs
- ✓ Personal Blogs
- ✓ Blogs you post to
- ✓ User groups you manage or participate in

Post your blurb on all your social media platforms:

- ✓ Company Twitter
- ✓ Personal Twitter
- ✓ Company Facebook
- ✓ Personal Facebook
- ✓ LinkedIn Corporate
- ✓ LinkedIn Personal
- ✓ LinkedIn Groups
- ✓ Other Social Media Platforms

Communicate about your upcoming session in:

- ✓ Webcasts
- ✓ Podcasts
- ✓ Webinars
- ✓ Press Releases
- ✓ Interviews

Thank you for participating in XP 2019!

Your contribution of knowledge and expertise to our program is deeply valued and greatly appreciated. Should you have any questions about your speaking engagement at XP 2019, please contact our Speaker Manager Paula Spizzirri at

paula@agilealliance.org.