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B2B GENERAL SESSIONS

Coming off a series of Successful Corporate Events leads us to share a few reminders for the next generation of Corporate Marketers and Program Planners.

Hire the experts to keep you off the rocks

A showman is exactly what is needed to offset your general sessions. You may not be able to acquire the likes of Nick Cannon or Ryan Seacrest but that's the exact personality needed. Asking a corporate team member to wear this hat is a common mis-step. Leveraging your hired talent for topic introductions, session recaps and logistic housekeeping will make for a memorable and fully engaged general session flow.

Don't rely on the VOG unless you have to evacuate the building

Don't use a VOG (Voice of God) as a mechanism to keep the program flow moving along unless you are resigned to a death by PowerPoint program. The only time you should use a VOG is if the building is on fire or a wild animal with sharp teeth is loose in the room.

Be the best-in-class presenter you can be – be prepared

Only a select few, typically seasoned VP's and hired professionals can show up and deliver flawless performances. VP's understand their business and are at the top of the food chain for a reason. For all those future corporate leaders putting their best foot forward, don't just show up - Nail your presentation before you get on the airplane. Knowing when to take a risk in your performance only comes with experience. Don't make your presentation more than 20% personal. Your audience needs you to pile on the meat. Consider that your participants have given up their own personal time to hear you out, contrary to belief no matter how beautiful the venue destination and perks are, they have chosen to fit YOU into their schedule...Make it matter.

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Be the best-in-class presenter you can be – leverage your rehearsal times – pile on the meat – blow their minds

Don't go 'stage black' without a magical plan. Save the cute for the hiccups

Hire the experts to keep you off the rocks

Know when to take the risks.

Don't rely on the VOG unless you have to evacuate the building

