# 2020 KEYNOTE THEMES & TOPICS MAP

## HOT TOPICS
- Transformation
- Embracing Change
- Leading Change
- Future Consumers
- Executive Presence
- Wellness/Wellbeing
- Mindfulness
- Psychological Safety
- Resilience
- Mental Health
- Harmony
- Diversity/Inclusion
- CEO Founder Story
- Women CEOs
- Women Leaders
- Women in STEM
- Women Athletes
- Young Women MCs

## BREAKOUT TOPICS
- Habits & Hacks
- FLOW/Body Hacking
- Neuroscience
- Thinking Better
- Forever Skills
- Character
- Ethics / integrity
- Vulnerability
- **Leading in Tough Times**
- Bravery / Courage
- Overcome Rejection
- Persuasion
- Simplicity
- Living a Better Life
- Meditation
- Spirituality/Holistic
- Changing the World
- Waste / Cleantech

## WARM TOPICS
- Future / Trends
- Digital Disruption
- Retail Futurist
- Demographics
- Economy Update
- Personal Finance
- Influence (Comms)
- Trust
- Safety / WHS
- Sustainability
- Education / teaching
- Cybersecurity
- Personal Health
- Energiser (mindset)
- Customer Service

## COOLING TOPICS
- Innovation
- Creativity
- Virality
- Productivity
- Inspirational
- Climate
- Communication
- Happiness
- Risk Managing
- Values Led
- Generational
- Purposeful
- Governance
- Body Language
- VUCA World
- Empowerment
- Engagement

## COLD TOPICS
- Sales
- Marketing
- Personal Branding
- Social Media
- Linked In Lead Gen
- Setting Goals
- Governance
- Coaching Skills
- Time Management
- Inbox / Email
- High Performance
- Motivational
- Conference Hoaxer
- Older Male MCs
PROFESSIONAL SPEAKER TIPS

KEY TRAITS OF THE BEST KEYNOTE SPEAKERS

- Do Transformation on Stage – Not Training
- Keynoters INSPIRE – Workshoppers INSTRUCT
- Talk WITH the Audience – not AT the Audience
- Connect with their Heart - using Stories & Emotions
- Have a NICHE Topic Focus (Not too Broad)
- Be BOLD and aim to Push Humanity Forward
- Offer a Solution Topic (Not a Problem Topic)
- Work hard and craft your Signature Stories
- Create Content that is Daring & Edgy (not blah!)
- Be A Contrarian – Have New & Unique Concepts
- Walk the Talk - You are doing it & have done it
- Be Quirky & Fun – adopt a “playful” Archetype
- Use more Humour / Be Funnier on stage
- Build Solid Relationships with Clients & Consultants
- Make the client & bureau consultant Look Good
- Be Flexible & Easy to Work with – not too demanding
- Get Spinoff work from a gig – “3 Cards/Gigs in Hand”
- Show Loyalty to Bureau Consultant (Refer work back)

8 REASONS WHY A PARTICULAR SPEAKER GETS CHOSEN FOR THE CONFERENCE

1. SOLID ENDORSEMENT from Bureau Consultant
2. GREAT REPUTATION - Personal Brand / Known Name
3. SPEAKER INFO Quality – Website, Videos, Pics, Bio
4. RAVING TESTIMONIALS from right people (proof)
5. A GOOD FIT – Relevance of Theme/Topic/Experience
6. Proven SPECIALIST EXPERTISE – Books, Blogs, Videos
7. SOCIAL MEDIA Proof – FB, Insta, LI, YT Videos
8. PR EFFORT - Recent Media & Marketing Collateral

Dave Staughton CSP CCEO
Professional Speaker
“read my blog for more tips”

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