

# 2020 KEYNOTE THEMES & TOPICS MAP

Keynote Topics Vs  
Workshop Topics

## 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** – Workshopers **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”*