

# Introducing the social speech.



## Speak as strongly online as you do from the stage.

Your next speech can continue long after you step down from the microphone, and reach an audience well beyond the room's four walls. You can turn twenty minutes in front of a few hundred people into an engagement with multitudes.

You do that with a social speech.

We work with you to craft a powerful, effective presentation. And then we integrate it with the conversational reach of online social platforms.

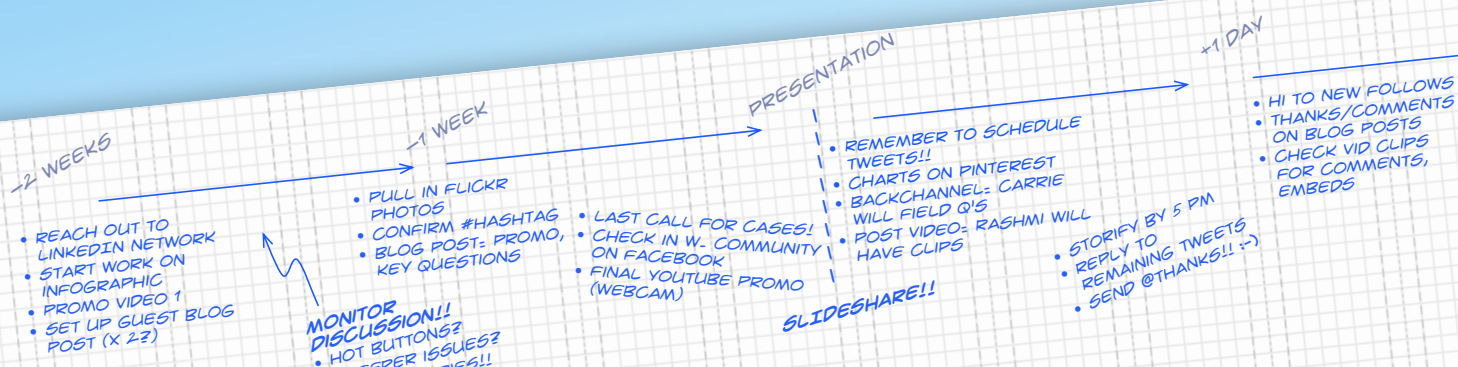
You'll engage your audience more deeply than ever before.

And you'll lead a growing conversational community that will follow you from presentation to presentation.

► **Focus your message** in a speech that connects head-on with your audience, and inspires them with a clear, compelling call to action.

► **Engage the audience** in the room... and the much larger on-line audience – turning your speech into rich conversations that spark ideas and new relationships.

► **Build a conversational network** of followers and colleagues, focused on your ideas.



## Social smarts. Speechwriting savvy.

You'll draw on the experience and skills of the world's longest-established social media agency: **Social Signal** has advised international organizations, large enterprises and governments on using the social web for productive, positive conversations.



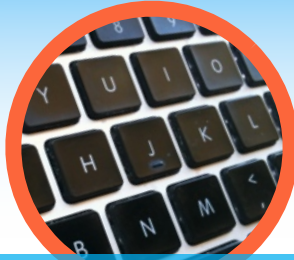
Our principals are each accomplished public speakers, addressing audiences ranging from South by Southwest to the Conference Board of Canada.



And you'll work with **Rob Cottingham**, who has more than two decades of experience writing speeches for national political leaders, CEOs, non-profits and labour unions. One of Canada's most prominent speechwriters, he's known for his deft use of anecdotes, metaphor and humor to resonate with audiences and drive your message home.

Photo: Nancy White  
flickr.com/photos/choconancy

## Connect your speech to your network



### Before

- ▶ Engage with your audience and discover what's on their minds
- ▶ Draw on your network for everything from stories and examples to photos and video
- ▶ Build excitement and audience for your speech – online and offline



### During

- ▶ Track the Twitter backchannel, and engage your online and offline audiences
- ▶ Turn your most important, compelling messages into sharable social objects
- ▶ Enrich your presentation with online audience participation



### After

- ▶ Gauge your speech's impact with immediate feedback
- ▶ Let your speech keep communicating through video, images and more
- ▶ Connect with friends, fans & future collaborators, and build a network of lasting relationships

### Your social speech might include...

- ▶ data from audience surveys done weeks before the speech
- ▶ guest blog posts to drive interest and test ideas
- ▶ an infographic making your argument with visualized data
- ▶ case studies drawn from audience members' own experiences
- ▶ breakout sessions with participation from inside the room and across the Net
- ▶ speech highlights on YouTube
- ▶ a post-speech Twitter chat to answer questions and deepen relationships
- ▶ a Storify roundup of comments and reactions

....and much more.

**Creating the social speech:**  
We start by identifying your core message and goals...

Move from goals, to outcomes, to metrics

Identify networks & constituencies, and select platforms

Define content, tech & resource needs

Shape an overarching narrative and call to action

Craft a great speech, including text and supporting material

...and deliver an integrated speech & social strategy.

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**Ask us today about making your next speech your most engaging, effective one yet.**