



**Saturday April 10, 2010**



**Feature Program – David Newman - "Help Me Hire YOU! 21 Strategies to Get Booked and Stay Booked"**

As a full-time speaker who spent a year booking other speakers for 160+ events, David will show you how to build your business and increase your visibility, credibility, and hire-ability! Learn exactly what gets speakers hired using 21 specific strategies from someone who booked speakers daily. Extensive handouts will be provided.

**Learner Outcomes:**

As a result of attending this program, participants will learn:

- 21 step-by-step strategies for increasing your magnetism, credibility, and marketability as an expert who speaks
- What meeting planners and conference producers really look for when making buying decisions
- How to rapidly make subtle changes in your own positioning, packaging, promotion, and performance to dramatically boost your business

**The Most Important Information Audiences Will Take Away:**

21 specific, actionable steps speakers can take immediately to re-position, re-package, and re-focus their business to attract dramatically more and better bookings by learning what a full-time speaker turned conference producer looks for (and runs away from!) when booking paid speakers for events.

Registration & Networking: 8:30am-9:00am

Business Meeting: 9:00am-approximately 9:35am

Featured Presentation: 9:35am-11:45am (includes 15 min. break)

Wrap-up: 11:45am-12:00 noon

**Crowne Plaza Hotel - 2829 Williams Blvd. - Kenner, LA - 504.467.5611**

R.S.V.P. & membership inquiries to Ellen Martin ([ellen@anewleafpo.com](mailto:ellen@anewleafpo.com) or 504.296.1856)

Program questions or comments to Craig Cortello ([ccortello@LDV-Enterprises.com](mailto:ccortello@LDV-Enterprises.com) or 504.304.7167)