



I'd like to thank you for your interest in speaking at an Integrated Marketing Summit (IMS).

The goal of this document is to help you understand how we select speakers and to provide some background information on IMS.

Background:

IMS is dedicated to the continued education of marketing and advertising professionals across the U.S. in both BtoB and BtoC markets. On average we invite over 25 speakers to cover 12 to 17 topics in a one day event. After the welcome invitation and morning keynote, we run three breakout programs on various topics related to integrated marketing for the remainder of the day. It has been our experience that our attendees are evenly split between BtoB and BtoC so we try to accommodate accordingly. We have also noticed that our attendees have varying degrees of expertise i.e. (15%) novice - under 5 years of experienced, (55%) are experienced - 5 to 15 years of experience and (30%) advanced - 15 years plus.

Our challenge is to try and cover the important aspects of integrated marketing and advertising in a one day event. We do our best not to be redundant in our programming and will strictly limit the number of presentations focused on any single topic.

To add to the complexity and to be as transparent as possible, it takes about 40,000 dollars to produce an IMS event and two full months worth of work behind the scenes to make it happen. So we try to find sponsors that are willing to support IMS and that have a good story to tell as it relates to developing an integrated marketing solution. Since not all sponsors are equal only about 40% of our programming is sponsored.

As a result, we rarely pay speakers to present to our audience. We simply don't have the funds. IMS actually surveyed our attendees asking them if we should raise our rates so we could afford to bring in higher profile speakers and the results shocked us. 83% said No and they went on to say that it was more important to hear from marketers who are also practitioners, while the other 17% said that while they might be willing to pay more for higher profile speakers, they rather not.

That being said, if you are a professional speaker it would serve you well to not only fill out a speaker proposal but also help IMS find a sponsor willing to pay your speaker fee. We would be more than glad to have that sponsor participate at our event in any capacity.

Speaker Proposals:

These days it seems our speakers are focused on Social Media which I have to say is difficult to deal with from an event management perspective.

IMS has made a conscious decision to focus not on any one given topic but rather the integration between channels/topics. We look for speakers that can tell a compelling story of how to integrate everything from online to offline, traditional to interactive, branding to tracking roi etc.

If you are interested in speaking at an IMS event and you think you have a good story to share, then please send me an email with your bio, head shot, past events you have spoken and program topic.

I promise to respond in a timely manner.

Warmest Regards,

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