

PRESENTATIONS PRE-2008

- **Some mix of**

- Information

- Motivation / inspiration

- Entertainment



NOW

- **All of those, plus**

- Direct, immediate relevance (solving a current business issue)
- Just-in-time learning
- Time-shifted learning
- Help with implementation



INDUSTRY SHIFTS

Before 2008

- Event is 3-4 days
- They hire 6-10 speakers
- They pay your full fee

Moving forward

- Event is 2-3 days
- They hire 1-3 speakers
- They want you to do 2 for price of 1
- They want a percentage of your product sales

INDUSTRY SHIFTS

Before 2008

- They pay your fee, reg & expenses
- You speak for free; they pay expenses & registration
- Allow you to sell product — or not

Moving forward

- Speak for free; they pay expenses *or* reg
- Speak for free; *you* pay expenses & registration
- You pay *them* to speak