

# TSCEO SPEAKER ESSENTIALS



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## ABOUT OUR PLATFORM

BUSINESS INTELLIGENCE FOR CREATIVE ENTREPRENEURS

**The Signature C.E.O. Conference (TSCEO)** was inspired and created by a Creative Entrepreneur who wanted to create an environment for other Creative Professionals to reach their highest potential in the world of business and entrepreneurship.

Our platform is designed to continuously educate Creative Entrepreneurs through out the year by hosting an annual conference (**TSCEO**) and mini educational series, "**Elevate in the Boardroom.**" Each extension focuses on entrepreneurship/small business ownership, best business practices, leadership skills, business networking, business and personal branding, opportunity awareness, community over competition, and much more.

**THE SIGNATURE CEO CONFERENCE (TSCEO)**, our annual signature event, is a multi-day (in-person) event that provides an opportunity for Creative Professionals to experience a hands-on immersive conference that will bridge the gap between business acumen and leadership, network and build relationships, challenge and empower the creative mind-set to reach their highest potential in the world of business and entrepreneurship.

**ELEVATE IN THE BOARDROOM** is an extension of our annual conference that offers (4)-four mastermind sessions through-out the year that are hosted either virtually or in a classroom environment. This arm of the platform will offer education in a combination of brainstorming, peer accountability and support, and to sharpen business and personal skills in an intimate group setting. We believe that once our attendees depart from the conference that we are partners in their continued growth and development.



# HOW WE ENGAGE & INSPIRE

## PROMOTE & SHOWCASE

We will have multiple Sponsors & Speakers that will be presenting their brand, company and products to our attendees and professional partners, which can yield potential clients. This will provide businesses and speakers the opportunity to demonstrate/showcase the latest in their services and products, and share their expertise and capabilities to approximately (75) Creative Professionals which eventually can become your potential customer or partner.

## BRAND AWARENESS

A cost effective way to reinforce your business' brand and build awareness amongst a relevant and targeted audience. Increased marketing opportunities including visibility on the conference website and associated marketing materials.

## HOW WE WILL PROMOTE

We will be promoting the event through our extensive database of over 3000 wedding and event professionals via Eventbrite, Constant Contact, Facebook, Twitter, Instagram, LinkedIn, etc.

## NETWORK & CONNECT

The Signature C.E.O. Conference gives you the opportunity to connect, network, and build strategic relationships with industry professionals that will allow you to create lasting partnerships. The coverage, the buzz, and the anticipation will be huge!

## THE ATTENDEES

Approximately (75) Creative Professionals to include but not limited to bloggers, artists, designers, graphic designers, planners, floral designers, cake artists, photographers, deejays, entertainment artists, officiants, make-up artists, hair stylists, etc. This is a mature audience whom have been in business 5 plus years.



# SPEAKER PARTICIPATION

Our Expert Speakers are diverse, influential, successful thought leaders, and industry titans who will inspire new ideas, strategies and perspectives, cutting-edge business intelligence, focus on the most relevant solutions business leaders can immediately implement in their companies and community, and support the overall development of leadership and entrepreneurial success.

Through a combination of educational sessions and meaningful networking opportunities, our platform will highly engage participants with new and innovative best business practices that define success, while creating leadership skills that help to continue to build their creative community.

## OUR IDEAL SPEAKER:

- Experienced and comfortable speaking in front of an audience of 100 + persons
- Interested in sharing expertise, real-world strategies and knowledge with other creative professionals
- Has been in their profession for 5 + years
- Ability to combine superb content with ideal presentation techniques
- Committed to partner with The Signature CEO Conference to deliver the best possible experience for its attendees
- Committed to participate and fully engage with the conference and attendees at **minimum (2) of the (3) days** of the conference; all (3)-days are highly encouraged
- Committed to marketing and spreading the word about the event on their social media platforms
- Has an authentic/high-level energy
- Presentation style has an intermediate to complex learning style

## SPEAKER DETAILS & SUBMISSIONS

- Speaker sessions are generally 55 minutes; 40 for presentation; 15 for Q&A
- Presentation content should be 90% instructional & 10% inspirational
- Speaker should have an interactive/engaging session to encourage audience participation
- Presentation content provided to Organizer in a Power-Point format due 4 weeks prior to conference date
- Content title and overview due to Organizer within 90 days of signed speaker agreement
- Learning objectives/strategies (3-6 SMART objectives) submitted to organizer within 90 days of the signed speaker agreement
- Speakers will provide a professional bio (Word Document) and professional head-shot (JPEG format) of him/herself
- Speakers will maintain an educational or professional development focus in his/her lecture and to eliminate all sales messages/presentations
- Speaker content should contribute significantly to the knowledge, education, and/or skills of our attendees
- Speaker will work with conference facilitator for title and objectives of their presentation
- Presentation to cater to a mature audience (5 plus years in business) - intermediate to complex learning, and applicable to all professions



# PRESENTATION CONTENT

Each area of Business Intelligence will include a hands-on interactive presentation that will be **90% instructional learning and 10% inspirational**. Each instructor will provide user-friendly learning experiences that will aid participants in documenting their questions, answers, and provide **3 to 5 actionable items for attendees to implement in their business**.

## KEY TOPIC CATEGORIES:

- Business Performance
- Marketing & Branding
- Business Innovation & Technology
- Finance
- Legal
- People & Leadership
- Technology
- Project Management Tools/CRM's
- Marketing & Social Media
- Entrepreneurship
- Best Business Practices
- Operational Procedures
- Event Management
- Accounting Procedures
- Profitability & Sustainability
- Health & Wellness
- Work-Life Balance
- Government Contracting & Certifications

## THE RESULTS FOR ATTENDEES:

- Experience growth by applying reliable business tools and applications
- Understand and demonstrate effective leadership within their creative community
- Strengthen their business presence
- Develop effective team building skills
- Effectively close deals
- Take their business to the next level!
- Demonstrate an understanding of the various tools and skills needed to be **SUCCESSFUL!**
- Answer the question, "Why Should this Customer Do Business With Me"?
- Walk away **EMPOWERED!**



## SPEAKER BENEFITS

### THE REWARD:

- Receive an unparalleled opportunity to present before and network with other key opinion leaders
- Continue to build upon your professional speaking portfolio
- Network with a diverse network of entrepreneurs
- Opportunity to gain new customers for your business/brand
- Brand awareness to your business
- Learn from other Speakers
- Engage in a collaborative learning experience in which both speakers and participants benefit
- Receive professional photographs after the event
- List of attendees after the event if requested
- Social Media coverage regarding your own brand
- Complimentary conference registration for the speaker
- Complimentary meals during the conference
- Opportunity to continue to build upon your mentor/expert status
- Complimentary listing in event marketing materials and program guide

#### Should you be selected as a speaker, you agree to allow event producers to:

- Record your presentation
- Provide a copy of your presentation to our attendees after the conference
- Use photos of you taken during your presentation.



## PAST SPEAKERS

- Dan Simons | CEO & Founder, Founding Farmers Restaurant Group
- Kathy Romero | Kathy Romero Weddings & Events
- Myleik Teele | CurlBox
- Candice Coppola | Jubilee Events & Author, The White Dress: in Color — Inspirations for the Modern Bride
- Jocelyn Delk-Adams | Celebrity Author & Blogger, Grandbaby Cakes by Jocelyn Delk-Adams
- Julie Novack | Founder, PartySlate
- Bron Hansboro | The Flower Guy Bron
- Akeshi Akinseye | Kesh Luxury Group
- Dominique Broadway | Finances De-mys-ti-fied & The Social Money Tour
- Heidi Elnora | Bridal Fashion Designer, Heidi Elnora & Star of TLC's Bride by Design
- Aleya Harris | Flourish Marketing
- Sophie Blake | Sophie Blake NY
- Fabiola Hesslein | Founder, Tyron Entertainment
- Bree Clarke | Founder & Creative Director, The Iman Project
- Nicole Peck | Executive Vice President of BizBash
- Jacqueline Nwobu | Editor-in-Chief, Munaluchi Bridal Magazine
- Tara Gentile | Podcast Host, Community Builder, Business Strategist, Author, Quiet Power Strategy | Founder, Kick Start Labs | CEO of What Works
- Britney Jeanine Candidate | Business Coach & Strategist
- Myrna P. Daramy | Myrna P. Daramy
- Marcus Johnson | Flo Brands & Award Winning Jazz Musicianist
- Ginger Johnson & Liz Pickett | Ginger + Liz Colour Collection
- Jamie Kutchman Wynne | Marigold & Grey
- Shannon Siriano Greenwood | Rebelle
- Inez Sobczak | Fit-Nez
- Trevor Wessman-Lavelle | President, Aisle PlanneR

# The Signature C.E.O.



# PAST SPONSORS

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Fabrication  
Events



Floral Event Designers





# CONTACT SUBMISSIONS

We're open to all suggestions and would be delighted to partner with you to bring something truly amazing to our creative event professionals that will be in attendance at The Signature C.E.O Conference!

**Complete our online Speaker Application - [CLICK HERE!](#)**

We would be happy to answer your questions and hear your suggestions.

## FOUNDER, TARA MELVIN

Founder, The Signature C.E.O Conference  
Owner, Signature Concepts LLC

The Signature CEO Conference is owned by Signature Concepts LLC - A Black-Owned Woman-Owned Minority Business.

## GET SOCIAL WITH US!

Email: [info@thesignatureceo.com](mailto:info@thesignatureceo.com)  
Facebook: [@thesignatureceo](#)  
Instagram: [@signatureceo](#)  
Twitter: [@thesignatureceo.](#)

## MEDIA

We honored and humbled that The Signature C.E.O. Conference has received recognition from the following media outlets listed below.



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• Record your presentation  
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• Use photos of you taken during your presentation.

