

**DIGITAL
SPEAKING
ENGAGEMENTS**



SPEAKING ENGAGEMENTS DURING B2B DIGITAL EVENTS BRING THE HEALTHCARE AUDIENCE TO YOU

Do you know someone with the gift for gab or maybe that natural born public speaker? They possess traits like confidence, voice projection and charisma. Sound like someone you know? Maybe it's time to give them a stage presence that helps your business grow. Here we share B2B tips that bring the audience to your brand at online speaking engagements.

Emerging technologies and web-based connectivity give speakers an enormous digital stage to lead critical discussions on hard hitting healthcare topics. Digital events let the audience warm up to your brand while it positions the speaker as a thought leader. When executed properly, it builds audience trust that can turn into quality lead generation.



BEST KEPT SECRET

When MGMA finds dynamic speakers and invites the audience into a digital space, the room lights up.



MGMA promotes digital speaking events by using our highly segmented email lists and Insights Newsletter so it's easier to reach your target market.

— MGMA marketing manager.



Each year MGMA offers hundreds of online digital events. We rely on talented healthcare business leaders to share knowledge and demonstrate solutions in three formats.

1 SPONSORED WEBINARS

Webinars bring levity.

Even the busiest people can spare one hour for a webinar. Especially if the presentation addresses their pain points. Best of all, the audience shows up with burning questions. That means they need your help. Decision makers sign up because it's convenient.

2 EDUCATIONAL SEMINARS

Seminars go deep.

Unlike 60-minute webinars, the seminar format gives speakers more time to engage the audience and tackle complex topics. Because the content is education based, participants earn continuing education credits. Speakers use several sessions to cover multiple topics so the audience walks away with useful information to use on the job.

3 MULTI-DAY DIGITAL EVENTS

Multi-day events go deeper.

When a digital event spans over several days, it attracts a dynamic group of healthcare business professionals. The format creates a repository of educational assets across a diverse range of healthcare segments.

- Diverse topics help businesses reach untapped markets previously out of reach.
- Digital formats break geographical constraints and attract some of the largest audiences. (refer to media kit for specifics.)

***The following tips in this guide apply to the three digital formats above.*





FIND PRESENTATION TOPICS THAT INSPIRE HEALTHCARE PROFESSIONALS

Step into thought leadership

Webinars, seminars and multi-day event presentations have something in common. The presentation must grab the crowd's attention quickly. Longer presentations must hold their attention.

- Engaging presentations require that speakers use relatable topics and share tips that solve everyday practice management problems
- When formulating discussion topics for busy healthcare professionals, think about how you already solve problems with existing customers
- Share real stories yet keep it concise
- Use visual examples. Show how to save time, money or improve productivity

READER TIP

Need help finding relevant B2B healthcare presentation topics? Take a look at our lineup of articles in [MGMA Connection Magazine](#) for inspiring ideas.



TALK TO THE AUDIENCE

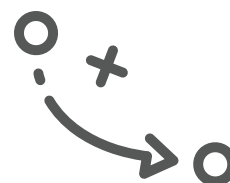
Ditch the sales pitch

Want speaker success? Generate informative presentations instead of a sales pitch. Using an education-based approach builds trust. Try to anticipate customer questions while developing the presentation. This lets the audience know that you relate to their concerns and frustrations.

- ✓ Do share latest research, industry trends, plus up and coming ideas — *Let's reimagine healthcare in circa 2050*
- ✗ Do not overwhelm the audience with a “data dump” [Source: [Forbes](#)]
- ✓ Do make time to answer questions

8 MOCK EXAMPLES THAT RESONATE WITH MGMA MEMBERS AND NON-MEMBERS

- | | | |
|---|---|---|
| 3 leading culprits of a broken revenue cycle | 1 | 5 Regulatory traps that jeopardize your medical practice |
| Simple solutions to attract highly qualified job applicants | 2 | 6 The future of healthcare technology |
| Do this not that to speed up the hiring process | 3 | 7 The dirty dozen: Medical coding mistakes |
| Fix these 5 onboarding mistakes and watch new hire retention soar | 4 | 8 Medicare billing no-no's: Are you inadvertently committing fraud? |



SPEAKER TIP

Successful speakers have a knack for connecting with people and leaving them feeling inspired, energized and motivated. Build presentations around this concept to win audience rapport and improve survey satisfaction results.

WHAT'S IN IT FOR ME?

Businesses that participate in MGMA seminars, webinars and multi-day digital events report improvements in three key areas. **Brand awareness. Lead generation. Content creation.**

Here's how that happens.

- **Promotion** – cross channel promotions (email, newsletter, ads) attract highly targeted audiences
- **Production Support** – MGMA helps members and non-members discover curated topics that meet prospects at different stages of buyer's journey
- **Audience Reach** – target live audience during events
 - Post web links for on-demand viewers
- **Lead Generation** – speakers interact directly with audience during breakouts and Q&A sessions
- **Repurposed Content** – create supplemental user guides, blogs and Ebooks from event recordings
 - Use soundbites and video snippets on your websites and social media accounts



GENERATING LEADS

Business development tools

Generating solid leads is the biggest sales challenge for many B2Bs, with nearly 49 percent of marketing and sales professionals in agreement, reported in a survey by [InsideSales.com](https://www.insidesales.com).

The big question is: Then how do sales teams generate better leads that convert to sales?

Three words. Webinars and events.

The survey also reported the top two methods for generating quality leads are small events that target executives, at 77 percent; and webinars, at 73 percent, according to [InsideSales.com](https://www.insidesales.com) report

BONUS

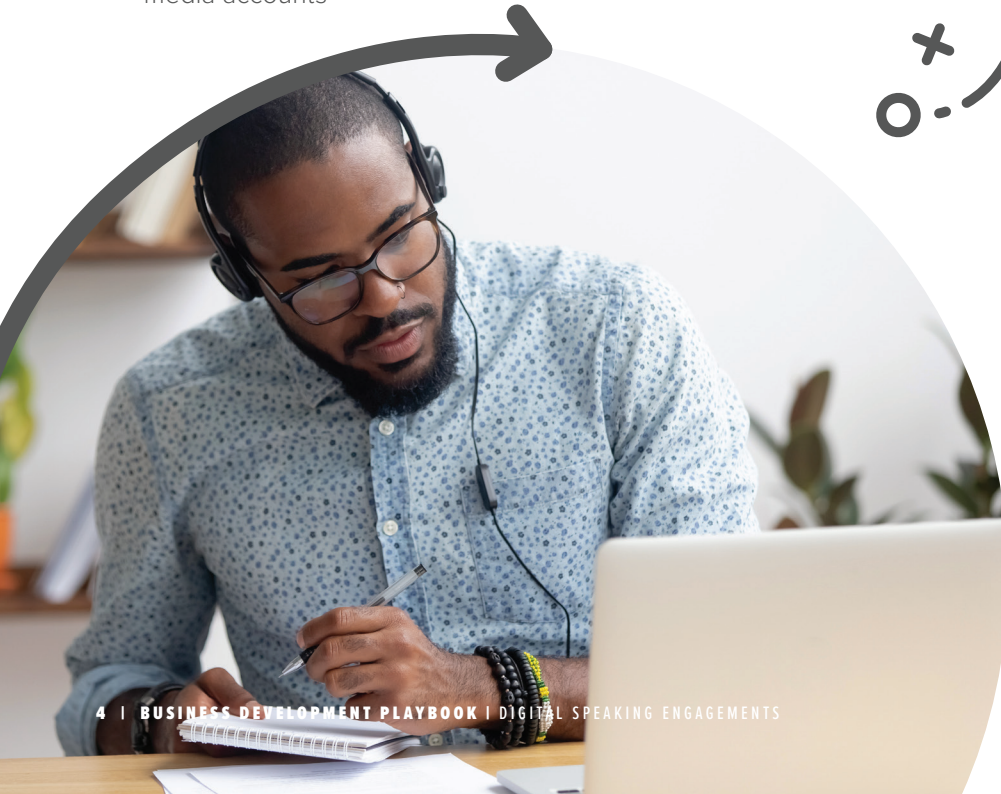
Webinars are 75 percent effective at generating brand awareness

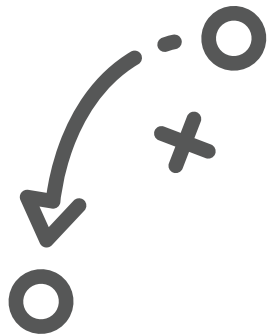
Webinar Tips

- Invite industry professionals as part of the webinar panel
 - Builds credibility and creates less of a sales feel to the audience
- Highlight the convenience of webinars in promo materials
- Use registration forms to ask short questions about pressing concerns
- Gain customer insight by asking the MGMA moderator to post short surveys and polls

READER TIP

Feedback Matters:
Upon conclusion of speaking engagements, review audience feedback with an objective mindset. Satisfaction survey experts remind us that constructive feedback provides valuable information for continuous improvement at future events.





“ Customer data demonstrates that vendors who take advantage of our content team perform far better compared to vendors that work independently. **”**
— MGMA marketing manager.

GET STARTED TODAY



The MGMA content team helps sponsors build effective campaigns based on our extensive knowledge of the medical practice management audience. Let us help you select topics, position content and customize messaging that reaches your audience at our next digital speaking event.