



# Chamber Academy

## WHY SPEAK...

As part of an integrated marketing communications effort that includes the use of all marketing methods, speaking at the Chamber Academy offers an invaluable opportunity to raise one's profile and expose potential buyers to your business.

Based on feedback, we have identified the top benefits for speaking at the San Diego Regional Chamber of Commerce's Chamber Academy:

**Heightened Communication** - Because of our active role in the Chamber Academy, you'll be able to leverage the Chamber's reach (audience). Your name is attached along side the Chamber in all marketing materials.

**Outstanding Sales Climate** - As a speaker you'll broadcast a positive image and "tap into" peoples' emotions. This method of visibility provides more of a personal impact than traditional print, radio or television can offer.

**Community Roots** - When you present a seminar and provide useful information to fellow members you are publicly advocating for community growth and the overall goodwill for our region. This method of "outreach" will automatically provide a "feel good" for your business.

**Bottom Line Impact** - Hosting an educational seminar with the Chamber Academy highlights your commitment to those that attend the event. This naturally provides a "common bond" with attendees and "top of mind" name recognition. Attendees have a higher propensity to evaluate speakers first before looking at their competitors when making a decision to buy.

**Attendee Profile** - Due to the success and longevity of the Chamber (we were established in 1869), you can be certain that Chamber events will bring in the audience that you need. Your name and logo are broadcast in front of the key leaders, decision-makers, and influencers necessary to grow your business.

**Extensive Recognition** - Your company presence will be reinforced by our marketing campaigns. You'll reap the benefits of being "co-branded" with the Chamber. As a speaker, your name and logo will appear on the Chamber website, which is visited 40,000 times a month. You will also be featured on the Chamber's Datebook, which is emailed weekly to over 7,000 subscribers.

**Client Entertainment** - As a speaker you have the opportunity to entertain key accounts or clients at your seminar. This type of interaction and positioning may help you "earn points" for providing a platform for your customers to create new relationships with attendees.

**Enhance Visibility** - Speakers at Chamber Academy seminars enjoy a “halo effect” on their image as you align your organization with the Chamber’s business community assets. Bottom line - you will leverage higher quality visibility within the regional business community because of your association with the Chamber.

**Drive Sales** - Companies increasingly use speaking as a hook to drive sales. You can create special offers just for attendees and/or all Chamber members. This provides extra mileage from your speaking engagement, which is critical in today's budget-trimming corporate climate.

**Targeted Marketing** - Speaking at the Chamber Academy is a cost effective way to target buyers and reach them through the Chamber’s marketing efforts as well as at your seminar.

**Business-to-Business & Business-to-Consumer Marketing** - Competition for quality time in front of potential buyers, both business and consumers, is one of the biggest challenges facing companies today. Speaking at the Chamber Academy can help you win the battle. Chamber membership consists of almost 3,000 businesses representing over 400,000 employees (consumers) throughout the region. We provide wide ranging exposure into this highly sought after target market.

**Differentiation From Competitors** - Speaking at the Chamber Academy provides a competitive selling advantage. Providing useful information creates goodwill and recognition with current and potential customers.