

Speed Dating 101

The Webinar

Presented by Kate McEnroe



Quick Review: 3 Deadly Sins

Nothing to Say

Too Much To Say

One Size Fits All

Listen to yourself



“you probably already know this but. . . “

“you probably don’t want this but . . . “

“so, what projects are you working on . . . “

You Might be a Little Off Track

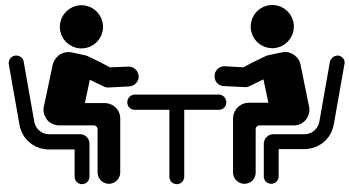
Pre-Game



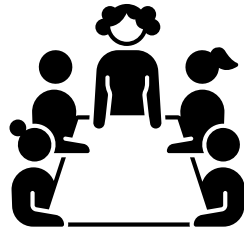
The Atmosphere



One on One



One of You
Lots of Them



Lots of You
One of Them



Your Audience Homework



Personal and Professional Bios don't tell the whole story

One size presentations won't fit all

Your Audience



How well does each person know...	Me	My Place
Not at all		
A Little		
A lot		

Your Intention

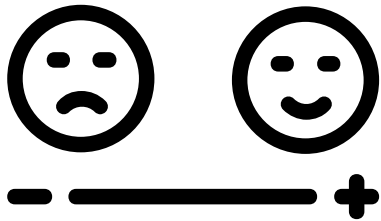
“Relationship building”

is an objective

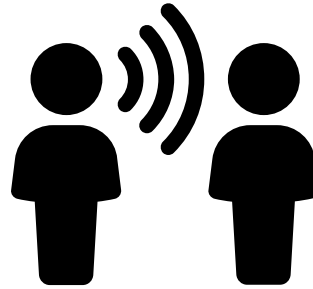
not a plan

Your Intention

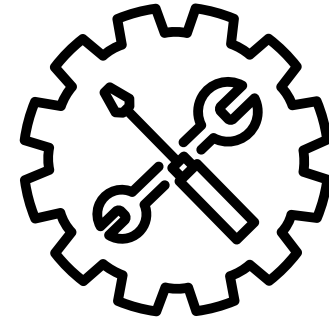
Feedback



Pitch



Mitigate



Customize Your Plan(s)

Know Me	Know My Place	My Intention: Feedback	My Intention: Pitch	My Intention: Mitigate
				 
✓			 	
	✓		 	
✓	✓	 	  	

Your Intention: ☹️ — ☺️ +

Your Plan: Ask Questions

Know Me	Know My Place	My Intention: Feedback
		What's the most helpful thing to know about a place for you? Who would you most likely contact in my region?
✓		What did you think when you heard I took this job?
	✓	What positive attribute show I showcase about this place? What needs to be fixed?
✓	✓	What's the most recent news you've heard about this place?

Your Intention: ☹️ ☺️
- — +

Your Plan: Ask Questions

If you get good news, transition to **PITCH**

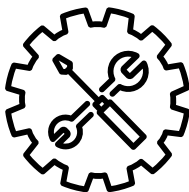
If you get bad news, transition to **MITIGATE**

Your Intention: 

Your Plan: Narrow your focus

Know Me	Know My Place	My Intention: Pitch
		Provide comparisons to the familiar
✓		This is why I was excited to rep this place
	✓	Here is where I fit in, what I focus on
✓	✓	No more than 1-3 new things to know

Your Intention:

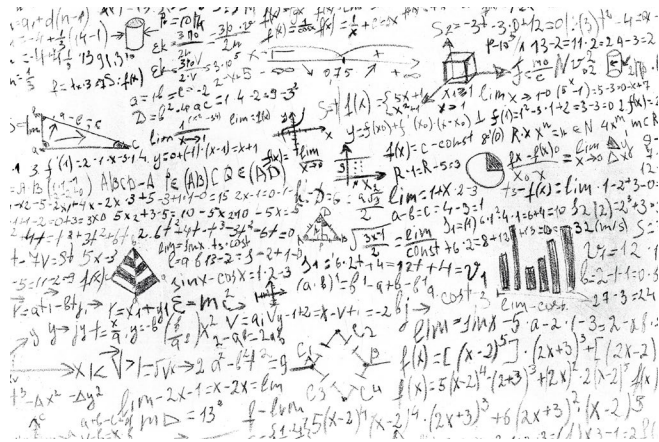


Your Plan: Meet it head on

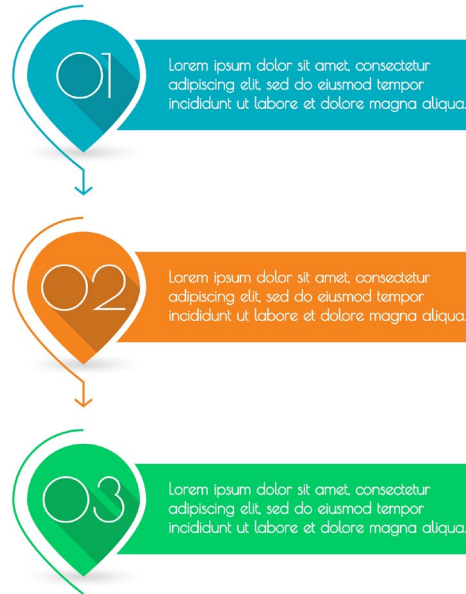
Know Me	Know My Place	My Intention: Mitigate
		If it's national news Assume they know Detail who and where the impacts are being felt Focus on how you are working the issue If it's local news or local shortcoming Don't assume they know Focus on how you are working the issue If it's a common problem Focus on how you are working the issue Be specific
✓		
	✓	
✓	✓	

Your Accessories

Cheat Sheet



Illustration



Swag



Special Tips: One of You, Lots of Them

Acknowledge the differences

Design your Data

Pick a Few Points

Special Tips: Lots of You, One of Them

Pick one Copy Point

Oppo Research Opportunity

Send the right person

Post-game follow up



Don't crowd the inbox

Continue the conversation

Kate McEnroe Consulting

Wayfinding for Places, People, and Enterprises



(770) 333-6343

kate@katemcenroe.com