

## Episode 174: Why You Shouldn't Call Your Summit A Virtual Summit

Publish Date: August 20, 2020

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Dr. Mark T. Wade: Stop calling your summit a summit and start focusing on the problem. Here's three reasons why you should consider not calling it a summit. Hey, there summit hosts. I'm Dr. Mark T. Wade, founder of Virtual Summits Software, and your host here on the Virtual Summit Podcast. Um, we've got a special episode. I'm going to play him a ruffle, a couple of feathers today. I'm sure, but before we jump into that, I want to remind you about our resources over at <http://virtualsummits.com>. We've got some free resources for you to get started with your summit, as well as check out our Summit Genesis Workshop. That's our three day virtual intensive idea to done with your virtual summit, and I'm there helping you with it. Also, I want to remind you if we've got any speakers out there, we've got applications, speaker applications are open for our Summit Fest Live in-person conference, hosted in New Orleans.

Dr. Mark: We had a blast this year. We had over 50 people in person. This next year we're going to, we plan to have over a hundred people with us. If you'd like to speak, come share your knowledge and experience with your virtual summit, or maybe you help coach in and consult on summits. Come share that wisdom with us over at Summit Fest Live. You can go to <https://www.summitfestlive.com> and click at the top. There's speaker applications are there. All right, so let's talk about it. Stop calling your summit a summit. Now I kind of say that, you know, almost with a little bit of sadness in my heart, because I love virtual summits calling them virtual summits. Um, and I love that they are virtual summits and this is what it is. And I don't ever want it to get to like where we're just like taking on bads and jumping on the fat train.

Dr. Mark: That is not, um, one of the things I suggest, but I've also had a lot of success in my career in all of my businesses, by focusing on branding and marketing and messaging. Those are three key components that have really brought us success in our businesses. One of the ways we did that was always thinking outside of the box, not just doing what everyone else was doing and not just calling it, what everyone else was calling it. One of the quickest ways to be seen notice we're become potent, as I like to say, is if you have a different way of calling or doing something versus everyone else. You stand out, it makes you more memorable as well or memorable.

Dr. Mark: So with that being said, now you can call your summit a virtual summit, but I'm going to actually recommend you probably consider not at least for some period of time. Reason being is we have a lot of virtual summits that are happening, which is awesome because so many people are getting their messages out to the world right now. And this is great social proof. So that shouldn't put you off that shouldn't make you think, Oh, well I can't do a summit because everyone else is doing a summit. No, it just means you need to get more specific, more tactical and more problem focused on your virtual summit. Now part of that comes with the name. So I'm going to talk about three reasons why you should consider not calling your virtual summit, a virtual summit. And the first one is the easiest one. It's just kind of overdone.

Dr. Mark: And I don't mean it's overdone as in summits are overdone. I mean, people hear virtual summits and they make an association with whatever experiences they've had before. So that's just how the human brain works. Okay. The hippocampus is there to just go into overdrive and go, Oh, I know this already. I'm going to take a lot of the burden off the brain and not make it work so hard. We're just going to kind of glaze over. So a lot of times when people see a virtual summit, they just assume they know what it is. And they associate that with the experiences they've had before. And if they had a bad experience with the summit, as in, maybe it wasn't entertaining, which a lot of the summits aren't out there, maybe it was just a bunch of interviews. Maybe it wasn't put together well, or, you know, maybe there was complications with it or whatever.

Dr. Mark: Maybe it was too general and generic. It didn't actually solve any problems and they had a bad experience or they didn't get value out of or they thought they wasted their time. So they're going to associate that experience with your summit when they see blah, blah, blah, virtual summit. So when I say it's overdone, I don't mean that summits are overdone. I just mean that people, they're just like, eh, I don't have time for a virtual summit. I know what a virtual summit is. I'm just going to move past. Okay. The other aspect to this number two is honestly it takes up too much room on your promotional stuff. So this is kind of a combo. This isn't just don't call it a virtual summit, this is also don't advertise the virtual summit, the name of the virtual summit.

Dr. Mark: And it's going to flow in the third component. So I'll talk more about that in a second, but let's just focus right now on the, on your space. So if you're running paid ads, you've got what, 15 or 20% text space you're going to have on that ad virtual summit takes up a lot of space. So if you're running the Facebook marketing virtual summit or how to get better by eating bananas virtual summit is just an extra component there that honestly, it really doesn't help anything right now. It doesn't give it a lot more clarity. If anything, at the moment, people are a little more confused and not because of us, not because of our summits. We don't, we're not at fault for this. People are a little more confused right now because we've had so many in-person event hosts come online and start to create virtual events and they've called those summits, they called those conferences.

Dr. Mark: People are like, well, I don't know. What's what, so it can create some confusion, but more than anything, it just takes up space on your promotional materials. If you've got an image with a speaker and you want to put some information on there, like putting virtual summit on there is taking up valuable real estate on that promotional material when you could be putting something of more value on there, honestly, they don't really care about the name, like in the sense of like, they're not looking at your summit and going, okay, what's the name of this before I make any decisions they're going, what is it? Who's on it? What's it going to do for me?

Dr. Mark: That's the questions they're asking. So we want to answer those, which leads me to the third component. The third reason you should consider not calling your summit a summit. And it's because that is not problem focused. A virtual summit is really kind of cloudy or hazy at best. If anything else, it's just a couple of terminology that again, people associate their own, their own ideas or thoughts to. Right now, more than anything, we have to be problem focused. Our messaging needs to be clear and on point and targeted towards our audience and the problems and solutions that they're

suffering with a need. So I would much rather, if we go back to these all three of these topics here, all three of these reasons, one it's overdone, people glaze over. So if we use something that's more problem focused, more on the thing they're suffering from or having an issue with or need help with that catches their attention.

Dr. Mark: They focus in on it. It's not something they're just going to associate with and go, Oh, I already know the answer to that because it's the problem they have. They want the answer to. The other part. Again, takes up too much room. Well, if you've got only so much space on your promotional materials, if you're talking about the problem and being problem focused, that is a much more valuable use of that space on your promotional material than just adding virtual summit. And then again, not problem focused. We have become ninjas at deflecting information. I mean, we are so good at going, Oh, that's kind of interesting know that's kind of cool, but it's not what I'm looking for. I'm looking for the answer to problems A, B, and C. So we want to give them something about A, something about B, or something about C to catch their attention and bring them in.

Dr. Mark: Being focused on the problem. Yes, your, your, your mindset right now is going well, Mark, but that's going to be really specific. I might not get as many people onto it. We'll probably, but actually probably you're going to get more people because more people are going to understand and be interested in what you're saying. It's going to be more relevant to them. And even if it's not as big, it's going to have more qualified and targeted. And again, my thought process is if you go general, you're actually not going to get more people. You're going to get less people because they're going to say, I don't know what that is or I already know the answer and I don't need it. So the fourth thing, I'm going to give you a bonus. I'm gonna give you a bonus reason why you should consider not calling your summit a summit. And that's because honestly, no one really cares.

Dr. Mark: I mean, I know like what are you talking about, Mark? My summit so important. I get it. So that's what I think about mine too. But at the end of the day, nobody really cares what you call it. They care if it's going to help them. Is it something that's for them? Are we prequalifying? Is it something that's for me? Is there some aspect of it that catches my attention? And is it focused around one of the problems or solutions that I have or need? That's what they care about. So they're not going to go, Oh, it's not a virtual summit. I don't want to be on it. Or Ooh, it is a virtual summit. I want to be on it. They're going, does this help me? Does this solve my problem? Does this fix my solution? Or is this the solution to my problem?

Dr. Mark: So those are really the main reasons. Now I'm going to caveat all of this with saying, I love the name virtual summit. Obviously, I've named most of our stuff, virtual summit. We've got Virtual Summits Software, right? Um, but if you look at the actual branding of my resources, we don't call those virtual summits. So my agency is called Viral Summits. Why? Because people have to stop and think about that. And it's a play on words, virtual summits, obviously Viral Summits like, Oh, I want a Viral Summit. My summits are called Summit Scripts and Summit Talks. They're not. It's not Summit Script's virtual summit. It's just Summit Scripts. It's not Summit Talks virtual summit. It's just Summit

Talks. Why? Cause people go, Ooh, that sounds good. Summit Talks sounds good. What is the talk that, what is it about? Oh, it's about summit. Okay. It's a talk about summits

Dr. Mark: So they can figure that out. It catches attention. It makes them think about it for a minute, but it's also sounds good and is interesting. So I highly recommend you take some consideration and some thought process into what you name your summit is an important aspect in the sense of no one really cares. Now they do care. Honestly, they're just not going to be the VR. The name virtual summit is not going to be the thing that pushes them over. The name is extremely important, but it's extremely important in grabbing their attention and making them increasing in interest and curiosity and eagerness into that topic. So play outside the box, think outside the box. What can you call it? Can you call it something different? Can you play on words? Is there something in your terminology, in, in your, in your industry that you can use and against really we, we go through all of this in our trainings.

Dr. Mark: When we like, for example, our 7-Day Summit Challenge, the first two aspects of that was going through the theme, the topic, the name, the title, the subtitle, you know, your theme is important to your topic or into your summit. How you pull it all together that can help craft the name. Also making sure that the summit story arc is important, that it goes from problem to solution where we're trying to tell, take them by telling a story. So that stuff is extremely important. So the name is a valid thing, but why not consider calling it something else? And if you really, at the end of the day, want it to be called a virtual summit, you can still call it a virtual summit. We all love that, but I would challenge you to start considering and thinking about some other options with that.

Dr. Mark: All right, everyone, that's going to wrap it up for day for today. Don't forget to head over to our resources area. Check out those free resources. Check out the Summit Genesis Workshop. Three-day virtual live intensive. Also looking for speakers Summit Fest Live February next year in New Orleans. It's an in-person conference. We are looking for people to teach summit hosts, summit coaches, or if you can teach summit agencies and consultants, please check out <https://www.summitfestlive.com> and just at the top, look for the speaker application. We'd love to have you, um, apply to maybe come speak in person and maybe I'd get to see you there. All right. Remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. So go out there, do it. proud over perfect. And I'll see you on the next episode.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now. I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money. And most importantly make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message. There are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.