

Episode 88: How To Get Sponsors For Your Summit!

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. And are we in for a treat today? We are going to, for the first time on this podcast, interviewing a sponsor, an ongoing sponsor has sponsored multiple summits but not just a sponsor. He's hosted some really cool what we're going to call mini summits. We're going to get into that strategy as well. Um, but this is going to be an amazing episode, one that you are going to want to tie-down into. Strap down, pull out your pen, get ready because we're going to have some fun. Ho Yin, I am so excited that you're going to be here sharing some insights with us.

Ho Yin Cheung: Thanks man. Really appreciate it. Uh, thank you Mark for inviting me on. Awesome. I love it.

Dr. Mark: It is a pleasure. And we are in for a treat, as I just mentioned. Uh, the fact of the matter is this is a concept that every single summit host listening here is curious about. They all need information about, we all struggle at it and we're finally going to go straight to the source and get some feedback from somebody who has sponsored many summits. Now before we get in, that's many M-A-N-Y, not many as in small, like a lot of summits. Now before we get into that though, Ho Yin, I would love for you to give our summit hosts just a little bit more information and background about yourself.

Ho Yin: Sure. Um, my name is Ho Yin. Uh, I've started, um, I've previously been building businesses for like the past like six, seven years. I built like an Amazon business. Um, six figure Amazon business had a mobile app marketing agency. And, um, right now I have really focusing on two things. One is Riotly Social, which is a, a SaaS software that sells, that helps small, medium businesses to grow their social media, Instagram and Twitter, and also Remo, which is a, a virtual networking platform. It's like a video platform that allows you to have face to face meetings, just like an offline event in a really natural and authentic way. It's kind of like a map, top-down map and you can have the freedom to jump around to any tables. Um, and, uh, yeah, that's been working on, um. I was born in the States. Uh, and now I live in Hong Kong.

Dr. Mark: So we're, we're doing a little bit of an international episode right here, which I love that and I'm excited, uh, that you brought up Remo because I think it is an extremely cool tool. One that we are also exploring over here at Virtual Summits Software. Uh, and something that I would recommend all of you tuning into to go check out. We'll put that over in the show notes, a podcast.virtualsummits.com/088 so you can play around with that as well. So let's, let's get in this. Let's get our hands dirty over here Ho Yin. So we're going to talk sponsors now. Before we get into like any kind of specific details of that, like let's, let's let the summer hosts know why we're talking to you about summit sponsors. What's your background with that? Give us a little rundown of what, what experience you've had in that world.

Ho Yin: So I've had experiences sponsoring a small virtual summits, to large virtual summits. The largest virtual summit that I sponsored was they had, um, over 10,000 attendees.

Ho Yin: Um, it was like the largest virtual summit of this year actually. Um, and the, the sponsorship amounts vary from maybe like 500 hundred to a thousand bucks to an or up to 5,000. Um, about the highest amount that I ever put down was 7,000. Um, and that was for, you know, really getting right in front of people. Um, and making sure that like I knew, you know, I was really confident with like the marketing that was going to get. Um, I was really involved in that process and I can explain more but at a high level, um, I've sponsored like eight to nine, um, virtual summits. I've also sponsored, I'm probably about 10 offline summits already. Like an offline conference.

Ho Yin: Absolutely. Like, so you've got plenty of experience here and this is going to be perfect for us to dig in to reasons why. Now what I'd love to start off with is first off, like why did you as a business owner decide, does sponsor, like what was your mindset of let's go to the first one. Maybe the first one or two that you decided to sponsor? Was it your idea, did somebody approach you and what was kinda, you know, at that time before you knew if this was going to be a good deal or not, what was your mindset going on in, into that?

Ho Yin: So the initial mindset like for me as like any sponsor was to get leads. So typically it's either you get leads or you want like a lot of awareness, um, for that. But awareness is something that you can say, but in the end of the day, people want leads. Like that's what they really, really want. Um, even at the heart, like if you're able to deliver them leads, they'll even be even more happy. So, you know, you try to, I would, I would at least try to make, make an option for them and say, Hey, if you want leads, you can do blah, blah, blah, blah, blah. And don't just stick with like awareness. Um, like the first one that I did was just leads. Cause like I, I was really targeted in terms of who was the people that I wanted. It was really, really specific. And it, it, it was basically remote workers and people who were managers that wanted, um, to either grow and have a remote working distributed team, um, or they already have a remote work and distributing team. So it's like a manager or C level executive. Um, it could have been an HR person, um, like an operational lead or something like that.

Ho Yin: It has a team of at least like 10 people like I got, I knew exactly what I needed. Um, and so I was very specific and I one of those leads that's just basically just flat out said, I want these people.

Dr. Mark: Well that's really good to know that. And I think that is the most common thing we're wanting leads or sales and leads turn into sales. So that's one of the most rational aspects. Now when you decided like did it, was this you reaching out to somebody to sponsor? Like how did you even know to sponsor a summit, for example?

Ho Yin: Well, I mean, a lot of summits have sponsors already. Like there's websites always talk about it. Like you always have websites, they'll say become a sponsor somewhere. And so I looked at this summit and, um, there were some logos on there and I was like, Oh, maybe I could be one of those logos.

Ho Yin: So then in, in this case, I was, um, I've already seen the summit before. And so this is the second time. So I still thought, okay, so I've been to it before, have already seen the content. Um, I, I didn't know who organized it. And then this time around I try to try to

reach out to that person and it was really difficult to find that guy to find this person. Actually, it was not easy. I can email him a bunch of times and it just really didn't. Um, we just couldn't, you know, get to, you know, reach him and have that conversation. But eventually we did. And um, yeah. And then we were able to kind of have that. So in this case, this specific is, I was reached, I reached out.

Dr. Mark: I love that. And so, and the, you bring up a great point there for those summit hosts listening in here. It is to your benefit to have become a sponsor on your site. Okay. I've seen, I know hand raised over here, I've had summits of mine that have not even had that listed. So this is really good information. I mean.

Ho Yin: You must, yeah. It's a must have.

Dr. Mark: So with that, okay, is there a way, let's, let's assume, you know, you're interested, you're an interested party looking to sponsor. We're going to come at it from an interested party than an, an unaware party first with the interesting party. When you're clicking on that become a sponsor, what are you looking for Ho Yin? And like what are you wanting to see that we should have on that information page? And like you just said, you couldn't even get in touch with the guy to literally give him money. What are a few pointers that you would give us to make sure we're doing?

Ho Yin: So I think like you need to have like the demographics, like who's going to be there, the segmentation. Um, if you have good segmentation, if you've done it more than once, you will have some segmentation. So, um, sponsorships in my opinion, may not necessarily, like you may get some, you may not on their first try, but after your first try and you do it a second time, you should be able to get sponsors in my opinion, because you have a lot of data about those people and you can start segmenting them. So that's what I asked for. I, I looked at it and then I started asking for a segmentation, um, for the group that I wanted and the numbers and how can I get exposure to those people in a very, very specific and unique way. So for me, the way how I market things is I always want to be unique. Like I always want to be different.

Ho Yin: And that's how I mark it. That's how I do it. I don't want to do what everyone else is doing. I'll do something different. Um, what else I was looking for was, um, I mean the, the number of tiers of sponsors if you, I mean typically nobody puts the price of the sponsors. Nobody does that. So you, you at least having some sort of tier and who's already existing or who did it before, like your previous ones would be a good, um, like just to know like who, who's what kind of crowd that you're with. Like what are the logos of your peers?

Dr. Mark: So this is a great point here and this is social proof and lets them know that you're credible. You've got at least some something going on here. This is valid in lots of marketing but for sure here as you're trying to do to grab sponsors. So we've got demographic, we've got the numbers. Like what can we expect now with those tiers. Are you looking for what's available in that or is that more of a hop on a call with me? What do you think is, is best? Like, cause I've seen it both ways. Like constantly, you know, like I'm not going to put any information out there. You need to talk with me to

become a sponsor or you know, here's everything that's involved. Sometimes even the price, like what's, what's the goods and the bads with both of those options.

Ho Yin: I mean, um, what I meant by the tiers, I meant like, just who is a gold, who's a platinum, who's like, like, then you kind of know what tiers are, are, are available and who's there. Um, in terms of like what they have to provide, like I think, I don't know, like I think if, if there's more information, I think that's good thing. But I think the, giving some information about your audience or demographics is probably the best because if the demographics is right and it hits, you don't need the pricing. Like I'm just going to, people are going to come in and say, I want this segment. I want to talk to these people.

Ho Yin: Because then it fits the actual demographics that they want. Um, the people that they wanted. The key things is you need to use the right keywords in your demographics. Like entrepreneurs, you know, small business owners, um, maybe people that have spent money before. That's a good, that's a really good one. Like they have bought X, Y, and Z. They bought Zoom, they bought this, they bought that. And you can get this data by giving a survey to them before and after your attendees, before and after, like what have you bought, how much budget do you spend on marketing tools? How much budget do you spend on blah, blah, blah. That is extremely valuable because if they say a budget, then you can have a chart, a pie chart that says, you know, 40% of people spend at least 2 to \$3,000. That's, that's, that's money. That's money man. And then, and then if it's like 20 or 30% that don't spend money, you know, we all, we all don't want to talk to that. No one wants to talk to those people, unfortunately, because that's not where the value is.

Dr. Mark: And I love that you're being open and transparent here because it's the truth. And we need to say it because the more we know about that, the better we can do. And providing one from a host standpoint, a better opportunity for sponsors and to delivering, Oh, I want to come back to that on how we deliver for our sponsors. Um, but first I want to talk about the different ways of being a sponsor. Oh, you know, we've talked about paying, which is probably one of the most common, but there's probably other options. Like can you talk us through some of the different options that you would be open to and kind of when and why you would be open to those different variables.

Ho Yin: So I mean there's like the, so the way how I've typically sponsored as one is financial. Two is I offer my product, uh, for free, um, to them. So my product Remo is a product where a virtual summit can use. So I would offer that for free for them, um, in exchange. So like kind of like a services exchange. Um, so I, I, I think those are probably the two main types I have been a part of. Um, there's another one where you can do, which I do, uh, for my own summits. Um, or sometimes people do exchanges, like do media partners. I think everyone kind of knows this maybe, but you get media partners, people who have communities and you get them to promote your event in exchange, they'd be, they'd be listed as a media partner or whatever you want on your, on your website and that helps increase attendees. Um, those are the only three that I've known so far.

Dr. Mark: Yeah, I love that. And I've heard, uh, I've heard of, you know, that the media partners also like in kind, so your gift gifting a sponsorship position in for essentially that attention leads, you know, exposure, promotions. And just to circle back to what you

were saying, for example, with Remo, um, for in how to unpackage this for everybody is essentially if you have something that's a value that you can give to that, that summit, like in Ho Yin's example here is he's got a software that they can actually use when they run their summits to host the meeting rooms and things like that, that you can offer something in exchange, you'll get that value back. So I love that. I think that's something, and it doesn't just have to be a software, right? It can be whatever you have to offer to a value. So let's go ahead.

Ho Yin: I think like, you know, the way how I've done so many summits in the past, it's like I identify like what are my costs, right? And then, um, so for example, maybe I need video to be edited. Maybe I need, um, copied to be written. Maybe I need certain things to be done right? And then what I would do is I just list out those categories that I might have to hire someone for. But instead I go around asking for sponsorships. So then I would ask this, this is more of like a cost reduction move, not necessarily like a financial, um, to get financial, but it's like a cost reduction. So for video editing you can find someone who's done video editing and then you exchange services with them by putting them on here and give them a booth or something. Give them something like to talk about in exchange and they do the video editing for, for you. So you use the individual line item of each service. Then you try to use them as sponsors to get them as sponsors to exchange the services for free.

Dr. Mark: That is a genius maneuver right there. So again, you know, any of the things you're going to need to do in your summit offering either a spot on the summit or even potentially a sponsorship depending on what it is in exchange for their services. I love that. So when we, when, I mean we kind of briefly talked about this, but I want to circle back around it like for you as a sponsor, like when you're deciding is this a good opportunity for me? Let's go with the, let's go with the paid sponsorship because that's what most of us are thinking first off. Now when you're, when you're on, when you're looking at the opportunity, what do you expect? Like what are you saying? I want leads obviously, but how are you judging it leads maybe or the most important there? What, what else is important? How do you kind of decide as a sponsor whether this is a good opportunity or not?

Ho Yin: So, um, for me it's like if I know my target segment is there and I know that there's enough of them there, um, then I, that kind of helps me justify that's lesson number one that my target is there. Two is the amount of exposure that I get. And three is, and this is for me personally, I don't know if other sponsors look at this, but I think if you presented this to a sponsor, it make you look really smart.

Ho Yin: I think in three is how does the attendees interact with the sponsor? So the targeting we've talked about, the exposure is something simple. Like I become a speaker, but a speaker is great, you get education, but everyone's speaking like everyone's just going to have a speaker. They may watch your, your, your topic. They may not, um, okay, there's a logo on your website, great. Um, Oh, maybe you give a discount code on the email. Awesome. That's all kind of exposure driven, um, which, which is there's nothing wrong with it, which is great. The third way is how do you interact with the speakers in a really unique way? And this is something that I do personally as a sponsor. I don't know if all sponsors do this, but you should I think be smart. Offer this specialty to the big

ones. So what I mean by interaction. So, um, like for example in Remo, Remo is a really unique platform which allows people to virtually network, um, and meet face to face, right?

Ho Yin: So typical virtual summits, they, people just prerecord it. So it's for an attendee it's a very solo experience. I just, you know, go watch, go watch the videos and sit by myself and watch it. Maybe it was to interact with the speaker, maybe not. But my platform changes that entirely. Like you can actually talk with each other and speak with the speakers and interact. So that level of deep interaction leads better impressions and obviously like produces better leads and people talk about it. So that's one example. I'll give you another one. Another one is like, you host like a more specific workshop. So you host like a Zoom workshop, several of them that you sponsor and you have, and it can be on a Zoom call and you have more one on one kind of feedback with them. And yeah, it does sound like a lot more work.

Ho Yin: Um, but what, what it does is that when people look through the agenda, your name is shown more times than the agenda. Because you're not just, Oh you're speaking, Ho Yin's speaking, Mark is speaking, it's Ho Yin speaking. Ho Yin workshop one, Ho Yin workshop two. They're like, who is this guy? Like why does he got so many workshops? And maybe it shows more of your face. So not only is it more exposure, but you're interacting with them in a different way that's unique and, and that, and you need to think of different ways to do that. Workshop is just another example how to do that. And I would request for this stuff like I might sponsor and be like, Hey, I want to do more. I want to add more value to your attendees and to your virtual summit. That's what I say. Um, and you can come up with more and interesting ways.

Ho Yin: Um, I'll share with you one more interaction. Um, and that's for offline events. So for offline events, conferences, right? Sometimes the conferences don't give bags to their attendees, sometimes they don't. So what we do is we'll ask the conference owners like, Hey, are you, do you, are you, do you have bought bags and are you going to sponsor anyone? Are you going to have any sponsors on your bags, and sometimes they say no, and so I'm like, okay. If they say no, then what I do is I make my own bags, I make my own bags and I pass them out in the conference and within like three or four hours in the conference, everyone's holding my bag and they're like, who's, what's that company? Oh my gosh. Like, Oh. And they come up to my booth and say, Oh, what's your company? I've seen your bag everywhere. I'm like, Oh yeah, my company is blah, blah, blah. I love that is because I don't even have to tell people about my company anymore. They're coming up to me because they're, they're interested in what the heck this bag is and it's just to gain interest and that creates that interaction.

Dr. Mark: Amazing strategies right there. I want to keep, um, kind of unpackaging these. So we've talked about like as a sponsor, ways that we can provide value as a host. Ways we can provide value to the sponsor, you know, in exchange obviously for a financial revenue, uh, which is something important and something that we need to understand here. In most cases you need to provide more value than what's actually being paid. Love the strategy or you just talked about the workshops, giving them more options. Okay. So we've talked about giving more options, giving, speaking, give them extra speaking, give them workshop opportunities. What are maybe a few other ways that summit hosts can

give sponsors more visibility, more awareness in our summits that make it make sense. I mean, obviously maybe there's emails, there's other, other things. Is there anything that pops up into your mind that would be of value?

Ho Yin: So, so email, obviously email is good. Um, I would also like recommend like, um, videos in the emails, like not just, um, like a discount code. It's like inside the email. Like for example, you could, the higher platinum sponsors could have a video in email versus just text, email. So that's like another one. Um, another one is like, is something that what our clients do with Remo. So our platform is kind of like a map. Um, and on that map people kind of are represented as little circles and you can move from, and the map has like a bunch of tables and you can move from one table to the next way, double click on it. So it's like a top down map of a conference hall if you think about it that way. Now, because of that, we have a lot of extra space and so we put logos onto the map itself.

Ho Yin: And what we're developing next is an actual booth inside the map itself so people can click on it and play YouTube video. Uh, it's like a boost on the side and you can also click on a button that maybe download a PDF, download eBooks or whatever. Um, and what's so amazing about that is because when people are engaging, they see the logo and they see the video and they interact with that during, during a time when you're actually talking to people who do it, doing high engaging activities. And so that's something that we have customers are already doing. Our clients are already doing the hosting, virtual networking within virtual summits along with these extra things. We also have names on the table itself, so people are getting like sponsors from banks like for small business, um, and it will say like sponsored by blah, blah, blah bank, um, on that table. And you can tier up your sponsors. Just simple table names. It can be a lower price. Big logos can be a bigger price. The YouTube video is even more.

Dr. Mark: I love that. Those are amazing strategies that that makes sense to a sponsor. If you're providing them these opportunities, not just a, we're going to send out an email like Oh Ian said, which is something you should be doing. If you have sponsors, send out the emails about them, make them creative like, like we were just saying, but also find other ways that you can give them exposure. Um, I'd also say, you know, circling back to the strategy you said that you've had people use, you know, with you as a sponsor is keep in mind like what software are out there that you or SaaS companies are out there that you, the summit hosts no like and trust that you can ask them to partner. They come on as a sponsor. And then what I've seen happen, and we'd done this before in the past as well as a sponsor, is give a certain amount of time of that SaaS or software away for free.

Dr. Mark: And then once it rolls over into a paid membership or paid subscription, you as the summit host get affiliate commissions off of that as well. So lots of great strategies here. That's a win-win. The software gets, you know, new clients and that's a complete tangible ROI. And you as the summit hosts get a sponsor and recurring revenue. Ho Yin, so let's, let's go into, let's kind of do a slight shift here. Um, we, these are amazing aspects when it comes to the sponsorships and, and we'll probably circle back to this in just a moment, but I'd love to have just a little bit of time for you to talk about this

unique concept that you've been doing with these mini summit. So, uh, why don't you talk us through what that strategy is and how you've used that in the past.

Ho Yin: Okay, so a mini summit. Um, the way how we define it is basically it could be like, um, one or two days. Um, it's usually I do them usually like a day and we have anywhere between one, two, maybe four sessions in that given day. And, um, each session could range from one person talking or four people doing a panel discussion, fireside chat, sort of. Um, and they're all live. They're all live. Nothing's re, I mean it can be recorded, but we don't encourage people to come in, in for, for uh, for the, uh, for the recording. We encourage them come to the live parts. And the way how we pitched these many summits is you're there to learn, um, from the speakers. But most importantly, you're there to network and meet other people to drive their business, whether it's for business partnerships, um, or finding a cofounder or whatever.

Ho Yin: Um, we, we it's the same reasons why you go to other offline events. So, um, so the summits, the structure is pretty simple. I mean it's, it's, we start at maybe a certain time, like maybe like nine or 10 o'clock and it might be, um, 30 minutes or 15 to 30 minutes of networking. People come in and network and network with each other, um, the hangout. And then after that, it's 30 minutes for that actual webinar, a live stream that's broadcasted out to the entire group of people. And there's a Q and A box. People can type in, um, you know, questions to get answered. And also there's like chat as well. Um, and then after the webinar it then becomes, goes back to networking again for another 30 minutes and it just alternates. And then we'll go through another webinar and then another 30 minutes and then for networking and then another webinar.

Ho Yin: So then it would just kind of go off and on, off, on, off, on, off throwing. So, um, we've, we've, I've done panel discussions like this for cryptocurrency. I've done it for, um, like Instagram marketing. Um, I've done this even get investors, this, this is, this is a, a growth kind of like a hack that I had done. I can share with you guys. So my platform, um, Isabel host and mom events. So I created an event, a live event that I know that investors that would invest in me would be really interested in. And for me it's remote working. Remote working is like, like really hot in Silicon Valley. So I partnered up with some people, got some VCs to come in to present and some other like of CEOs and invited a bunch of VCs and other people that I didn't even know the speakers knew them.

Ho Yin: And outsource and basically leverage their network to come in and hosted a really tight close to an event about, it was about 90 people, but it was highly quality. All VCs that became my leads for investment and the speakers I knew I, I kind of knew but I didn't know. But now I've developed a relationship with them. So I use um, this way is to relationships, which as virtual summits you would do that too. But in this case we would do the same thing but because we've worked together more, um, then you develop a better relationship. So, um, I've done it for that as well. And we did two sessions for that and networking in between.

Dr. Mark: I love this and I feel like this strategy would pair perfectly with our One-Day Summit Formula using it. And I love this even making it even smaller, like a micro summit almost. And the point is, is to back to the relationships and I, and I think you bring up a

great point here, one that you know, I like to, any opportunity, I like to hone it down because sometimes we get a little too carried away thinking that our summits need to be these big, big numbers, ten thousand thirty thousand fifty thousand leads. We talk about that and instead realizing the every person, if you do it correctly, like Ho Yin is doing here, it's not a lead, it's a person and 90 people on your summit, if done correctly, can be a game changer in your business. 100 people, 500, a thousand. You don't need 10,000 leads, you need a thousand or 500 people who are engaged and interested in what you're doing.

Dr. Mark: And so I love that you brought that at that point down there. So as we start to, to kind of wrap this up, Ho Yin, let's, I'm gonna I'm gonna flip this around a little bit and say on from a sponsor's standpoint or aspect, what was the best, you don't have to say the name of it, but the, the, the best result when you did one out of all the songs you've sponsored one of them was better than all the others. Why was that one better than all the others? What happened and what stood out to you from a sponsor's perspective of why that was so great? Whether it was monetarily or maybe there is another aspect, relationships or something else.

Ho Yin: I think one of the best sponsors that I had was like, you know, like it's kind of weird to say that, but that the owner of the summit, like basically in the process of pitching right was very fluid in the way. How they were like, okay, I have what you want. I want to do more for you than just the standard emails because the thing is it's like if you do like the standard stuff like emails and speakers and blah, blah, blah and, and like the sponsor may not get as good results or you know, that's that you don't, especially for your high tier sponsors, like you don't want that. Like you want them to be, you want them to be as successful as possible basically. But of course you have to pick the right sponsor for that platinum position or that high position.

Ho Yin: Like if you've got three that are like really good and they pay a lot of money, right. And one of them, let's say the targeting is perfect and the other two maybe the targeting is not as good. You want to focus on the one the attorneys. Perfect. And make that as a case study to say that that was very successful. And for those I would go on above and beyond and like this person really went above and beyond for me. Like he just said, what else can I do for you? What else can I do? For you, what else can I do? Because you're doing stuff for them. Like if it's, the mediums are very different, I think that's okay. Um, because people will interact in a different way and since you're the highest paying sponsor, then of course like it makes sense. Um, yeah.

Ho Yin: Going out of your way and saying like, Hey, do you have an e-book? Oh wait, I got this great place where I can put your e-book and this might give you additional leads and that, that's awesome. Because then I know that like, I got a lot. I'm, I think I'm going to get a lot of leads. The experience is great. Um, and you can showcase that to other, other people. Um, now you're just saying you got the leads, right? Like you don't necessarily have to say if they got a lot of revenue, which of course you want, but just by saying you've got a lot of leads, there's already a lot of benefit already. I mean, that's a benefit. That's a benefit that you can definitely pitch into other, um, sponsors and stuff. So I think it's important to really focus on, um, customizing your value proposition to those sponsors.

- Ho Yin: Um, and making them feel like they have a lot of options and really kind of making them say no, Oh I don't want to do that. Or it's too much. Like I got too many things to do. Like I just want to do these days and you take these eBooks, blah, blah, blah. Like that's great. So then you're kind of giving them all these options and there, okay. You're giving them a lot of options. Yeah.
- Dr. Mark: This is such great information right here. I mean listen to what he is saying. Let's unpackage that for one second because I don't want you to go right over this summit gem essentially, if you're going to be doing more than one summit, we need to take the time to one, make sure that at least one of our sponsors has an astounding experience. If you can give them honest down in experience, even better, but then use that as a case study or an example to be able to get even more and better sponsors on your next event. So I actually wanna dig into that, um, how we can you, how, what would be the best way, you know, as a host coming to you as a sponsor, let's say we've provided a great experience to get that feedback. Can we ask for a testimony? What would you be willing to talk about? Like, like talk us through that aspect of it so that we could use this in the future?
- Ho Yin: Yeah, yeah. I mean like first of all, like, like, um, you afterwards, you should definitely get a testimonial. You definitely get a quote. You definitely record some sort of interview through Zoom talking about their experience. Um, you want hard numbers, like you want to get, like, I got X number of leads or I got X amount of revenue. Um, how, how was the experience itself working with you? Um, you know, some personal tidbits and um, how it was like interacting with the attendees and the other speakers.
- Ho Yin: So part of the reason why some, some speakers they go is to actually connect with the other speakers at offline conferences. That's how it works. They have a speakers lounge, which, shameless plug here, Remo we can do. We can actually have a lounge just for speakers to connect. And so you can offer that as another additional thing so that they can also develop extra business with each other. Um, and like, yeah, just that and um, get a video testimonial like a for sure 100%, video testimonial and put that in your sponsorship deck. I forgot to mention, I don't know if you guys have sponsorship decks, but some of the best, uh, ones that I've gone into was because their sponsorship deck just looked amazing. Just not good. It looks professional. You know, you just got to have a professional.
- Dr. Mark: Talk us through the sponsorship deck.
- Ho Yin: Oh man. I mean there's some pretty good templates. I've seen some pretty good ones. Like they looked legit, really, really legit.
- Dr. Mark: To somebody who has never heard of a sponsorship deck before. Like what is your, like what does it kind of mean?
- Ho Yin: A sponsorship deck is a deck that introduces like what your, uh, what your conference is, what it's about. Who is the host, which would be you, um, who are some of the sponsors are ready, who are some of the, and what are the demographics of the thing?

So it's all the details. It has all the details. What are the demographics of the people are there, what is the budget that they're spending, um, and why you're doing the summit? Like what's the problem that you're trying to solve? Um, the awareness you're trying to build. And then you go into the agenda of your summit.

Ho Yin: What's actually gonna be going through? What's happening? It could be a brief agenda in the half thing too deep. And then you have the different packages and let's say your four responses, your packages, and you just go through each one, one package per slide with of course, the dollar amounts. And what are the opportunities that you can be involved in. Um, and obviously like you need, you know, contact information afterwards. Um, you guys had like videos that's, you know, even better. Um, and yeah, like that. I think there's something like the, the main, the main aspects. Like the highlights.

Dr. Mark: That is great. Like I love that. That is such good information. I know we haven't had sponsorship decks before. It's now something after this we will be implementing. Um, so you bring up another question though that I want to dive into. Um, which is when like some of these things that you mentioned that are on the sponsorship deck, um, we need to have put together already. So like have those, so timing, when is the appropriate timing to start reaching out to sponsors when we're creating our summit. So if we are just getting started with our summit and we have one speaker, should we be contacting sponsors right now or when is kind of more of appropriate time?

Ho Yin: Yeah, I mean it's, it is a chicken and egg thing. I mean, you want to lock in as many speakers as you can, as quick as you can and then present that in the deck in the sponsorship deck. But you know, there's, it's it, to me, sponsorships is if you get sponsorships early just do this more well-prepared. If you get sponsorships pretty late in the game, then it's just, I mean a, you're already so busy with the summit and you have to add on like, Oh, I have to add in another logo and do all this other stuff into things. I've got to move stuff around and, and make sure that like I have enough, you know, space to squeeze. So I would try to do it as early as you can. Um, have the sponsorship deck as early as you can you for speakers.

Ho Yin: Like, you know, you need maybe like a few keynote, you don't have to list out all your speakers, but you can list out, like for example, like I'm looking at a sponsorship deck right now. That's why I'm not looking at the camera here. Um, like you need like maybe two keynote speakers and you list out four other ones. Good. That's six. That's it. That's pretty much it. And then, and then what I saw this deck do, it says our speakers have been featured on, and then it goes Fortune, Inc., MSNBC, Forbes, CNBC, Entrepreneur, but it didn't tell who the speakers were. I mean, I'm not saying you should put logos on it. I'm saying like you can, that you can be, he only has six speakers, but he has all these credibility logos that enhanced the credibility of your virtual summit. You're just leveraging other people's credibility. Um, yeah.

Dr. Mark: Oh, this is so good. This is so good. Oh yeah. And I can't, can't tell you how amazing this has been. This has been absolutely phenomenal. I've gotten, I mean, multiple things that I'm going to implement. I'm always over here taking notes on every single one of these episodes. But my idea section of this is about three times the size it normally is on my other, my other episodes. So this has been great. And I just want to say, you know, now

as we wrap this up, thank you so much for taking the time. I know we got at time difference going on here, so I appreciate you spending the time with us on this episode.

Ho Yin: No problem. Thank you. And thank you for inviting me. I had a great time. It's awesome.

Dr. Mark: Absolutely. And so I would love for you to, you know, kind of close us out with like one final parting piece of wisdom for our summit hosts.

Ho Yin: Um, I think, um, I think like virtual summits is still a new thing. Um, there's actually starting to be a lot of platforms that are showing up that, uh, are people that are looking for extra awareness, not necessarily just leads and they're typically like larger companies. That might be interested in your, in your, um, your niche, right. Um, and creating a really professional sponsorship deck will go a long way. Um, and I think sponsorships will become a really key element for a virtual summits and which is one of the reasons why Remo work going into that is because we want to help. We want to help summit hosts make more money. Simple as that. We want to help. We want summit hosts make more money, we want to increase the additional revenues that they have and our platform has um, has been able to do that. So um, keep going on with sponsorships, make professional sponsorship decks. We are actually producing a sponsorship deck template that you could potentially use. Um, so um, I can definitely share that with Mark as well. And then um, maybe that'd be, it might be some good content for uh, your, your summit hosts.

Dr. Mark: That is so amazing. We are definitely going to grab that from you and we are going to put that over on the show notes along with access to a go connect with Ho Yin and check out more about Remo. Which I highly recommend you look at. Like I said, we've been playing around with it and we absolutely love it, so make sure everybody checks that out over at the show notes, podcast.virtualsummits.com/088. Thanks again, Ho Yin for being here with us. It's been a blast.

Ho Yin: Thank you, Mark.

Dr. Mark: Thanks and thank you all you summit hosts for hanging out with me and Ho Yin it has been an absolute amazing opportunity. I'm Dr. Mark T. Wade, founder of Virtual Summits Software, your host here in Virtual Summit Podcast, and just remember your message matters, so go out and make an impact in the world. Don't forget to check out those show notes over there, you all those goodies we just talked about and we'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.

