

Episode 99: Know which role you should choose as the summit host

Publish Date: December 18, 2019

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Did you know there are actually 4 different roles to choose from when hosting a summit? Many summit hosts make the mistake of not getting clear on these roles before starting their summit. I'm going to help you get crystal clear on that on today's episode.

This year on the podcast we've dug deep into a lot of aspects Virtual Summits. We've been peaking into some of the dark places and we've been dusting off the cobwebs on some of the overlooked areas. Now we still have a LOT of aspects of Virtual Summits that we can and we will be diving into.

One specific area that I want to discuss today is pretty important when it comes to hosting your own summit. It doesn't matter if it's a Multi-day, one-day, live streaming or a summit series.

That has to do with what role do you play as the summit host? I've noticed this year as we see more summits starting to take off in a variety of niches that most summit hosts are just kind of winging it.

But it's not really their fault. No one has clarified the roles before. We are seeing summits get much better in the area of interviews thanks to our Interview Like A Pro training, which you can find in the resources area over at VirtualSummits.com.

We've even seen them start to get more entertaining thanks to the New Summit Story concept that many summit hosts are embracing. You can learn more about that in Episode 57, I did a whole podcast on how to create a Binge Worthy Summit.

Well I want to keep going deeper into that area today. And I want to talk about the roles you should play as a summit host.

So I'm going to talk about the 4 specific roles, and then we'll dive deep into each of them to let you know how you can adopt any of them into your next virtual summit.

Sound good? Cool, let's rock and roll!!

These 4 roles are the Researcher, The Reporter, the Facilitator, & The Teacher.

Now you usually aren't going to play each of those on one single summit. You would choose one of them, and embrace that role throughout the whole summit.

This is going to pertain a lot to the Summit Story Concept on how you create a Summit Story Arc, and even more specifically with how you craft your summit interviews.

We've already talked about how important having an impactful & professional interview is, but we also need to talk about staying consistent in a particular role.

You want to decide on that role based on how you are approaching your summit. Are you going at it to learn something, and improve your knowledge on a topic that you think is important?

Are you taking on a topic that you are an expert in but want to include other experts on that same topic? Maybe you already have a tribe and you know they should have more information on a specific topic, one that you don't want to necessarily be known for, but you know it is important. Or maybe you want to assume the expert role and be seen as that one authority on this topic to anyone who participates.

Regardless of which role you do assume you will always come at it from what best suites your audience. You will always be thinking of it from their perspective.

When you do this, it allows you to create an easy to follow narrative and a consistent flow that increases the success of your summit.

It also allows you to get super clear on a very specific outcome and a very clear "Why" to your summit.

Let's dive into each role specifically, starting off with the Researcher role.

In this role you are thinking of your summit as an investigation. Almost like doing a research or case study on yourself to get answers to a topic you are searching for.

Maybe you are trying to figure out how to build a 7-figure business. You haven't done this yet, so you are obviously not the expert in it, but it's something that you want to do.

Now this story is going to be about you, however you know that it would be valuable (and wanted) by others in similar situations.

You also know that it would be difficult to get a bunch of experts to coach you on this for free. So what's the solution, host a summit. Bring on experts to give you this information.

This can be done in a variety of ways. You could simply have them teach on this topic, or you could even have it be a series of coaching sessions geared towards you.

You become the guinea pig and let them work on you. In the process they highlight

their expertise, you gain knowledge and clarity but you also are able to let your audience essentially sit on your shoulder and watch this happen, which is going to give them insights and wisdom into their situations as well.

Think of it like performing an experiment, and then sharing the findings & outcomes of that experiment while it is happening.

Now when setting up the summit for this you'll want to look at the different areas you believe you need to improve on, then find the appropriate expert or speaker to teach you or mentor you on this topic.

Gain the information, implement some of the strategies, and show the transformations. It's even more powerful if you can actually show a change in your situation through out the summit based on the information you learned.

Like you get a strategy, then go implement it or try it out, then talk about what that was like, what worked and what outcomes happened.

A perfect example of this is my Partner Dr. Krista Burns over at the American Posture Institute. She wanted to improve her skillsets in the pediatric health arena.

So she brought on 25 of the world's leading pediatric clinicians in her industry. She interviewed them on areas that she wanted to improve or become knowledgeable in, and by the end she had all of that wisdom & insights.

It's like getting 10 years of experience or paying 10's of thousands of dollars in coaching or mentoring, except it's free. And it happens in a matter of months.

Then you can take that information and teach it back to your audience that you have just created through that summit.

It's truly a genius way to increase your knowledge quickly to expert level, while building the audience that will essentially become your tribe and customers.

Think of it as going on a journey to discover something of extreme value.

This is one of the only roles where you are actually thinking about most of it from your perspective. What you need to learn to get to where you need to be.

Another example of this would be Shanda Sumpter. Years ago she was wanting to find a relationship and get married. But was having difficulties finding the right kind of guys that could support a successful & independent woman like she is.

So she did a relationship summit, called something like "Finding True Love For Successful Women". She got the worlds top dating & relationship coaches to come on and actually coach her, and give her real time advice and guidance.

And it allowed her to make changes & focus on things that eventually led her to finding true love and getting married. Of course there are thousands of other women that needed this information too. So the summit was great for them as well.

But she took the role of researcher. She did an experiment on herself and she got 10's of thousands of dollars in coaching & advice for free.

Now let's move onto the Reporter role. This is by far the most common role that is done on a summit. And most summit hosts don't even know they are playing the reporter, it's just the easiest one to do.

In this role there is a topic, or problem that you know the answer to, and are the expert in, and that is what the summit is going to be about. Now despite knowing the answer you realize there are a lot of other similar or even opposing view points on this same topic.

There are other experts that have information that can assist on this topic, and even some other tangential insights that could benefit this topic.

The primary reason for this type of summit is to build an audience. You have the answers, but you need the audience.

So you bring on other experts with audiences that would also benefit from your knowledge. Additionally you can bring on other experts in industries or niches that can benefit this topic that you may not be the expert in.

You are essentially collecting information around a topic and reporting it back to the audience. You aren't there to necessarily be taught or learn (although that benefit always happens as well).

You are primarily there to bring together insights & information for an audience and report those insights back to them, which further positions yourself as the expert.

An example of this could be my list builder accelerator. Which was a one-day summit where I interviewed 10 experts who talked about their list building strategies.

Obviously I have knowledge and expertise on building lists through summits. But I wanted to bring together other various insights on how to build a list in different ways.

Together we generated an engaged audience that wanted to learn how to build a list. Many of them after that looked at me as the authority and wanted to go further into my One-Day Summit Formula training program.

Now in this role the audience is the hero, and it is all about what they need, and will benefit from. It is your role as the reporter to pull that information out.

Think of it like being an investigative journalist to get those insights and strategies for your viewers, or your audience.

At what level is your audience at, what specifically do they need from this speaker you are interviewing. It's your job to keep the interview on the right track and get the information that your audience needs most.

Another example of this could be our Digital Dementia summit we hosted which brought in 26,000 new people into our community.

We brought together 50 of the top experts in a variety of industries that all pertained or supported that topic. This allowed us to pull together an incredible amount of valuable information for our audience, and then report that information to them in a way that positioned my partner as the leader in that industry.

Again this is the most common role done on virtual summits. It's a great role, but I also think that if you can take one of the other roles you can stand out and create something magical on your summit.

Let's get into the Facilitator role. This is a great one if you already have an audience, and you are looking for ways to provide them with value.

Obviously one of the benefits of hosting a summit is creating a large amount of content and valuable information without necessarily having to create it all yourself.

In this role you will take a topic that you know is important for your audience and maybe you are even pretty good at it too, but it's not what you want as your UEP, or Unique Expert Position. You don't want to be known as the expert in it, because you have a different expert position.

However you know it's important and want to bring that information to your audience.

For example maybe you are an expert at branding and maybe you are even pretty good at writing sales copy. But you don't want to be known as the sales copy expert. You are known as the branding expert. However, your audience needs to know how to write sales copy. It's important to their success.

So you could facilitate a one-day summit around this topic bringing together experts in sales copy. This would be great for your audience, and provide all the benefits of a virtual summit such as getting exposure, building on to your audience, and creating relationships with the speakers.

Now in this summit your audience is the hero. Everything in this summit is for them. Your role as the facilitator, which is similar to the reporter, is to bring together this information, or to facilitate it.

Your focus is to make sure that all this information goes through your messaging. So you would be helping our audience see how this fits into the message or strategy that you currently provide.

So going back to that same example, you are there making sure they understand how the copy writing strategies will help their brand.

Another example is I ran the Expert Speaker Training workshop. I know that speaking is important. And obviously in summits there are speakers. So this was relevant for my audience as well.

However, my goal was slightly different in the sense I used it to build an audience that was interested in speaking which I told through my Unique Expert Position, but I also used it to prime the audience for a launch I was an affiliate for, which was a program about how to get on more stages.

So it was the same role, and same aspect. I didn't want to be the "Speaker Training Expert", but I knew it was important for my audience, and it also allowed me to prime them for an affiliate launch that I took 5th place out of 150 of the worlds top online marketers.

So you can have a variety of reasons or goals, but it's more about how are you facilitating the interviews?

You want the audience to see the importance and value in the information. You want them to see how this can add to what you are already teaching them. Not that it makes what you are teaching them less important; it just allows them more insights and strategies to aid them.

Ok the last role is the Teacher. Now this is probably the least used (at least correctly). Often summit host will try to assume this role on one of the other summits, which isn't necessarily bad.

However it's best used when trying to position yourself as the expert on a specific topic. Which is done best if most of the sessions are supporting that you are the expert.

I like to use this role more on a One-Day Summit although it can be done as well on a small multi-day summit.

Ideally the way this role works is you pick the topic of your UEP, unique expert position.

You will do a variety of teaching sessions, almost like a workshop style, where you are giving different insights into different areas of your topic.

You would then bring on a few other speakers who support you and agree with your expertise. You wouldn't have a lot of additional speakers. And the ones you do have should be supporting the topic you are presenting.

Also it's great to bring on students in this situation to come on and teach. They were taught by you and will also enhance your position as the expert.

And example of this could be, I would run a summit on One-day Summits. I would teach different aspects such as choosing a theme, creating your Summit Story, selecting your speakers, performing an Impactful Interview, and your Post Summit Profit Strategy.

I could then bring on a few of my friends that could teach on how to create a summit offer, how to manage your affiliates, and how to market your summit.

Then I would bring on a few students who have been through my One-Day Summit Formula training program and have them talk about their experiences & insights, & successes.

That would be a teacher role on a summit.

Another example is Rynette Upson Bush who ran a summit Called Get Your Ish together. She's a woman's empowerment coach and she ran a one-day summit where she taught several sessions and she brought on 8 of her coaching clients to teach specific strategies.

It is valuable information for your audience, gives them strategies and insights that they need to know, while continuing to position you as the expert or leader on that topic.

Now in this type of summit the audience is the hero and it's all about what they need to be successful. Your role is to teach or guide them with this specific topic to get that information.

We've even done this as solo summits, where my partner Dr. Krista hosted a One-Day summit where she taught all of the sessions.

These are not going to be as big as far as audience is concerned, as you don't have a large pool of speakers helping you get the message out. However it is very

concentrated and very effective in creating a strong relationship of know like and trust for you with the audience that does attend.

So a quick recap we have the Researcher, Reporter, Facilitator, & teacher roles.

The researcher is like an experiment you are doing on yourself to find out the information to solve one of your own problems, and then allow an audience in on that process.

The reporter is like an investigative journalist that you bring together a variety of experts on similar topics or related topics to your expertise.

The Facilitator is a role that allows you bring together information that is important to your audience and delivering that information which most likely is not something you are interested in being known as the expert for but will be valuable for them to know.

The Teacher role allows you to be the expert and to help your audience get specific insights and strategies on the topic most related to your Unique Expert Position while featuring supporting viewpoints and students who have had success through your programs.

Again it is possible to have a variety of different roles on any given summit, although it's recommended to try and stay in alignment with just one specifically for clarity and consistency.

Most commonly the Reporter role is used on most summits so if you can find a way to highlight a different role it will allow you to stand out.

And the most common role combined onto the other summits is the teacher role being brought into a summit to give the host an opportunity to position as the authority.

There you have it. A quick deep dive into the different roles on Virtual Summits.

Take this information into account when setting up your next virtual summit.

If you've got ideas for a different role be sure to let us know over in our facebook community called "Viral Summits."

Also I hope to see many of you at our upcoming live conference, Summit FEST Live that is being held in New Orleans. Check out more information over at SummitFestLive.com

That will wrap us up here on today's episode and just remember, your message matters and you have an impact to make in this world.

There is nothing more powerful than a Collaborative Marketing Strategy to get that message out.

I'll see you on the next episode.