

Episode 153: When to take control back of your summit from a summit team!

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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. We are in for a treat today. We are going to have some fun and we're going to learn some important summit knowledge. So stay tuned. This is going to be a really fundamental aspect that you're going to want to know and it's all possible because we got legendary Monica Bijoux with us. How are you doing today, Monica?

Monica Bijoux: Great. Thank you so much for having me.

Dr. Mark: Well, I am thrilled you're here with us. I cannot wait to dig into your summit and some of the lessons learned. But before we get into all that summit, goodness, I would love for you to tell our audience just a little bit more about yourself.

Monica: Yes. So I'm from New Orleans, Louisiana hence last name Bijoux, means jewel. So if you ever want to learn a French word you just did because that's the only French word that I know. Um, I basically have traveled the world. I've lived in different places in the States, California, New Mexico, Missouri, I call it Missouri, but Missouri, Missouri. Um, I've actually, and then I've lived in, uh, overseas, South Korea, Germany, traveled a lot. And so, um, I love to travel. I love adventure. I'm psychologically are drawn to this. So that means that I literally think like a woman and think like a guy. I like sports, but also like to cook. I like to do outdoor stuff, but also like the crochet and stay at home. So that's a little bit about me.

Dr. Mark: I love that. That is probably one of the most interesting, fun facts that anyone has told us on this podcast. So I love that. Monica. Thank you. And I, we've been, we've been in some of the same places. We both were chatting on our pre-chat. We're both big nerds over here, so get ready to have some fun with us, summit hosts. So Monica, let's dig into your summit. Okay. What I'd love for you to give a little overview of what the summit was, who it was for. Uh, give us a little background.

Monica: Yes. So my summit. I stayed true to my brand, decided to elevate my, my business called Decide To Move. And it's a transformational model. Each letter, it stands for something. But in my summit I wanted to have something where people can get information on building their brand, uh, how to be an influential in their space as well as how to elevate themselves. And so that was basically uh, my summit was called Decide To Elevate, build, influence and empower. So empowering, um, who they are. And so from there I had speakers that you know, range from, uh, people who have made seven and eight figures to people who were just starting out and people who really were, um, true to what they do as far as if they're specialized in branding or they're specialized in making, helping people make money, specialize in marketing. So it really was about giving something to my audience that they can actually take and then run with it and execute. Because that's basically who I am. I'm all about educating and helping people get their mindset right, taking the action and then and executing, giving them tangible things that they can actually do right, right away.

Dr. Mark: So with your podcast, or excuse me, with your summit, was it, what was the purpose of it when you decided to do it? Was it to build a bigger or newer audience or was it to serve a current audience? Like how did you hear about it and what did you decide on as far as the specific goal?

Monica: So I decided I wanted both actually. So when I decided to do my summit, I happened to be listening to another summit. I didn't really even know anything about the summit at all. And one of the girls that I had met at a live event was hosting a summit. So I was like, Oh, I know her. Let me just listen to what she has to offer. And so in her stomach she had where you can get all the information to keep it by paying like \$97 so you get the free gifts. And as well as, you know, who likes it really was for me, \$97. I was like, Ooh, I get gifts and I get to keep all this good nuggets and knowledge for \$97. Hey, pretty cool. Well, one of the ladies that was on the summit ended up talking about like doing summits, the TV, like having your own TV network.

Monica: So I was more interested into the TV side of the house. Um, so when I contacted her, she was like, Hey, have you ever thought about doing a summit? And I was like, no, didn't really know how to start. One. Didn't know anything about doing a summit. And so she was like, you know, told me a little bit about it. And I was like, I can do that. I mean I like interviewing, I like talking to people. So let's do this. And so that's how I basically started. We picked a date around Christmas time and wait from there.

Dr. Mark: Well I loved it. This is an interesting concept. I want, I want to dive into this. What was the summit to TV talk, talk us through that process and what that was going to be.

Monica: Yeah, so I'm actually still in the process. So basically summit to TV is where you start off by, I did, um, they call it, um, four by five. So I, four days, I had five speakers each day. So they usually do it. That's how they kind of call it like four by four, like four speakers, four days. I did four by five, I wanted five speakers over a four day period. And so from those recordings it's, it's done by videos, just like this, you know, podcast right now. Um, it was done by video and so I had um, they did like the editing, had music added to it. So it's like a full production. So once 90 days are over for your summit, then you actually go into having a TV network with um, Ari Top. And Ari already has this big huge TV production where it's kind of like if you have like Netflix and different things like that where you can actually have your summit ended up dripping one a week onto the TV network. So now not only do you have your summit, but you have all that information, those, that content that now can actually be part of your TV network as well. And that's something that I'm actually in the process of doing with everything happening with COVID and stuff happening. I kind of took a pause from doing my TV network cause I'm also doing my podcast. So for those that are doing podcasts summits, they can actually take those videos and uploaded on their TV network as well.

Dr. Mark: Oh, okay. So this is super interesting. We haven't talked about this before so I'm going to keep diving into this. So, um, were you with the summit then? If you're planning on releasing this as you are for this TV network aspect, so you're getting two for one essentially at this. So what goes into the preparation process of this to make it so that it can be used for both the summit and it's valuable and pertinent at that moment but also reused on a completely different platform or scenario?

Monica: Yes, so I use summit from when I did my summit. And when you want to do is you want to have your brand, like whatever your colors are. So I had a production person that was part of the team that I hired and we like together looked at a photo. Um, we edited, put my, like the name of my summit, the logo and everything on there. We added music. You can go to Epic Sounds and get your um, music for free cause it's royalty free music. So you want to get music that is going to resonate with who you are for your summit. So you add your bumper, your front and your end with your graphics, your music added to that. And so you want to make sure that it's edited in a nice clean fashion so that way once it's done and edited, you don't have to do anything else but just release it.

Monica: You don't have to do any huge productions. Like I do my own podcast editing, I do mine through iMovie because I have a Mac and it's the same thing. I have my intro, I have my outro, have my graphics that I add to it, I edit my video and then it's uploaded. So what's great about being prerecorded too for your summit is that you can edit whenever you make mistakes or somebody else say something like, I had a speaker that sneezed and you, he had some stuff that was dripping so you I had to stop it in the middle and then let him, you know, clean up and then continue recording. So that was the great, some people like doing theirs live, but for me that's when I saw that yeah, it's probably good to have that pre-recording so that way you don't have to worry about doing so much editing later.

Dr. Mark: I like this. I've got a couple of questions. We're gonna, we're gonna I want to keep going on this concept though about the that you just mentioned, live versus prerecorded. What are other thoughts on benefits, pros and cons of the prerecorded session versus the live stream session?

Monica: So with the live stream you're allowed to interact with your audience right there. Like, and that's the great thing when not by me having it prerecorded, I did have people, they were viewing it live, but I had to make sure myself as well as my production team was there like responding to comments and different things like that. So they both are, they both work where long as you're present and you just don't have it running and you're not there being attentive, the differences is your speakers are not able to respond and answer and ask questions. Like, I've been on a live summit as well as prerecorded. And then for mine I actually hosted a prerecorded summit. The other thing is we're not, um, a lot of times your speakers are not available when you're wanting to do live. So that makes it a very inconvenient for them.

Monica: Like I also work as a full time therapist as well during the daytime besides having my business. So I myself cannot always do the live recordings, um, to, to accommodate with my speakers. So what I did was I did take some time off and I use a Friday, a Friday, Saturday, Sunday and a Monday and I did 20 recordings in four days. Some days it was six, seven recordings, which made it easy for me to do interviews for anything else. So anytime somebody would say, Hey, can you do an interview? Like like dropping a hat, no problem, when do you want me to show up kind of thing. So it actually helped in other ways to have that pre-recording and allow room for mistakes compared to being live. If you make a mistake, I mean and making mistakes, I don't mean like like sneezing and then your stuff is running and you're like excuse me. And then people are waiting. That becomes the inconvenience of by doing it live. So.

- Dr. Mark: No, I think these are really great points. There is pros and cons to both of them. I mean when it comes to live streaming, like you just mentioned, the engagement is so great, but at the same time there's a lot of risk involved. If a speaker, no shows or you know, the technology goes down or something like that, uh, you, you're going to have a lot of angry, you know, your customer service response goes up. So I like it. I like to actually use primarily prerecorded with some preplanned live streaming components added in. Um, but this is an amazing, uh, concept and I'm glad everybody's being able to hear both sides of this. Now I want to kind of circle back still. I still have some more, um, my questions rolling around in my head about this TV network aspect. So you talked about how you did the, uh, the post-production with the iMovie intro outro on the front end. Did you need to keep the interview neutral in some way or was it okay that it was about a summit as it's being released onto this TV network or.
- Monica: It's okay for it to be about a summit because of the fact that, well, when you're interviewing I did my introduction of saying I'm, you know, decide to move, you know, PI did my introduction, everything. But when it's releasing, people understand that it's a summit. Same thing when you're doing your podcast because it's your TV network. And so you can actually go back in and re edit those videos from the beginning and the end if you want to because it becomes your TV network. You can do what you want to do. Um, and it's kind of gives you another Avenue of having that advertisement and marketing yourself. And so I believe in really making sure that you show up in a lot of different avenues and finding the right platform that's good for you. I mean I like TV, I mean, I'm just saying.
- Dr. Mark: I agree. I like it as well. No, that's why I'm so curious about this. So this is great. Okay. I just, I was curious if we had to keep it neutral in order for it to go on there, but it's, it's okay that it was a summit. Perfect. So let's keep kind of moving forward with your, um, with your summit, what was something that you feel that was very successful or contribute to one of the main factors that contributed to the success of your summit?
- Monica: I think making, having speakers that you connected with, being authentic and people just feeling like they got value from what you had to say. I received information from people that I didn't even know that was telling me how great the summit was and they appreciate the, the material that was provided in the educational, which was really nice. The other thing that I definitely want to say is that you want to make sure that your speakers, and this is something that I had too, that if I can go back, I would correct ensuring that your speakers understand what their role is. So when you're doing a summit, the speakers roles is to help market the summit. That's another piece. Now, I did have some that told me right in advance, Hey, I can't really, you know, Mark it because of the fact that they have, you know, I'm already promoting several different, or when I say market, I mean promote, can really promote the summit because I have other summits that I've, or other things that I'm promoting at the time and because of their content and their value, I was just like, that's fine.
- Monica: I don't really care. But if you have one, like I particularly had a speaker that was really focused on just herself. She wasn't really caring about the of the summit. She didn't care about anything else but making sure that her name got out there and it showed, it really showed, um, based on the audience response to her. And she kinda got upset because

she wasn't considered one of the top three because with some it does when it's airing, people are able to vote and they're able to comment. And so when it came to the voting of the summits, it'll automatically, which I love about summit, automatically gave you the top three speakers for that day. And then it allowed a replay. And so people were able to go back in and for those who signed up for that couldn't they can listen to it or here the top three. And she wasn't. And she was like, well, who does the voting for this? And I mean, it was, she was so bad. Even my production team was like, can we not, uh, like have her on this summit? Right. And so that's one of the things that's huge and important that you can actually choose after your summit if you want to use that person ever again. So.

Dr. Mark: Oh, I love that. So what, what would you say is one of the most challenging aspects that you experience when putting together your summit?

Monica: From the beginning part was ensuring that your speakers like, because I had somebody else starting the beginning part. The frustrating part for me was that people were not delivering what they said they wanted to do. My personality is that I'm pretty much organized in the fact that I'm not a micromanager, but I do want to know what's going on because of my name is on it. It's going to be, it's going to have some type of people know who you are. And so like, like I said, my name's honored. I want people to know that she's going to come with authentic, be authentic authenticity and be, have integrity. And so if I'm operating with people that don't have that same value, then I'm going to have to do some cutting some types. And so one of the things is that I wanted my speakers to really know that I have their best interests at heart. And so I ended up reaching out to my speakers myself compared to letting other people do the, doing the, um, the contact. So that was the biggest thing for me.

Dr. Mark: Yeah, I can see how that would definitely play into that and cause some challenges. Um, when it comes to the, uh, aspect of selecting speakers, reaching out to speakers, was there anything that you found, like maybe any tips or strategies or, or suggestions you have for our summit hosts as they're getting ready to start researching and reaching out to speakers?

Monica: One of the things that I found when I hosted my summit, I had, um, one speaker that ended up asking me, can he be on my summit? He said he wanted to support me. And I was like, Oh, great. And then he ended up recommending a couple other people that he knew that were in my wheelhouse. So when people understand and they all ask, what is your purpose? What's your mission? Like, what do you want to get out of the summit? Who's your audience? And then from there they came up and picked their topics surrounding what you're speaking on. And so I would say that kind of do your research really one, be very clear of who you're serving and what you want to get out of your summit and then understand if you're, what your speakers are. And so you can do it in groups, like look at other people's summit.

Monica: It's like your podcast. You actually do a really good job of giving them strategies and different things like that of where they can find their speakers and stuff like that. Um, they have places called like Matchmaker where they actually match podcast hosts as well as um, guests. But they also do the same thing with summits. And so you can say,

Hey, I'm having a virtual summit. Anyone who's been on the summit before, you know, if you're interested, and then do a quick interest call if you want to. So that way you can vet some of your speakers is know where they're coming from.

Dr. Mark: That's so good. It's also one of the things, uh, that right there, I love about our software, the virtual summit software is it has a Matchmaker feature automatically built in for hosts and speakers on there because it is a challenge. It's, it's a challenge for some hosts a lot of times to find quality speakers as well. Now I want to circle back to the, the situation you were talking about with that speaker. What would you recommend for other summit hosts if they're, you know, they're getting started and you know, they're probably, somebody out there is going to have a complication with a speaker or maybe a speaker that's not living up to what they promised or said they would do. What, what feedback, what suggestions or advice would you give them?

Monica: So what I would recommend, well first always have extra speakers in what you need. So that way, especially if you're doing prerecording or even if you're not. Um, so let's, let me go back to the live part. If you're, even if you're doing live, you still want to have prerecorded sessions because of the fact that if a person doesn't show up, you can show the prerecording and then you just show up in your live and saying, we're going to watch this. Prerecording so it kinda does double work when you're running a live event. For me it's, it's double work compared to just already having it prerecorded. When you do have that. And because she gave good content, I went ahead and let the, the her, her portion run. But I will never personally work with this person again. So after she did her her interview, that's when she really showed a lot of her daggers as well as right before her show was getting ready to air.

Monica: I sent each one of the speakers like a response and letting them know just like you, you know, reminding you your, your show is going to be airing tomorrow. At this particular time I noticed that you didn't send out any of your emails because what Hey Summit, it does all that for you. It sends out the emails, it sends out the invite, the speaker goes in, updates their information. It automatically lets them know, Hey, this is your speaker, um, portal. Just go in, update your information. So if you have a speaker, and I would say if you have a speaker that is not living up to what they are promising, then it's okay to tell them, appreciate you, but I'm not going to be able to use you on this particular and then replace them with someone else. Because remember, this is your event and you don't have to be desperate. There's a lot of people out there that's willing to support you and help you with your summit honestly.

Dr. Mark: Yes, that is very true. I love that advice right there. Now, let's end the, the last little bit of this episode. I'd love to talk about a little bit into your specialty with the branding and elevating what some suggestions or tips or maybe even something that you've see common summit hosts doing incorrectly when it comes to the branding or positioning of their summits.

Monica: A lot of them are not true to who they are, their brand, like if you're, you want your summit to be a part of your visibility. It helps with your credibility. It also helps with your authority. Honestly, anytime you're showing up those three things you want to have, you want to have show your authority, you want to show credibility and you want to

show visibility. And so if your stuff is not matching people like uh, well one day she's purple, the next day she's green. What does she or he stand for? Like what, what are they doing that you know, I mean I'm a Southern girl so I like grits. I mean, you know, so am I eating grits or I'm eating oatmeal, I'm sorry. They're both totally two different things and if I tell a person I'm serving grits and I'd give them a bowl of oatmeal, they're like, where are you from?

Monica: This is not, or like I make gumbo. Like my dad used to joke, he had a neighbor that would make, he call it guru soup. This is not gumbo. I mean like what is this kind of thing. And so you want to make sure your stuff is true to who, who you are, your colors, even if it doesn't have to have your exact same thing, but have your colors matching. Have a similarity in what you do. And so when people see you show up, they're like, okay, I know who that person is. Think about McDonald's. Every time you see those golden arches, they don't even have to say the word McDonald's. You know that it's McDonald's. So you want to do the exact same thing you want to show up and everything that you put out. Make sure that there's some consistency in what you do.

Dr. Mark: Such good advice. Thank you so much for that, Monica. Now I know some of our audience right now is going, Mark, how can I get in touch with Monica? Where's she hanging out at? So let everybody know the best way to get in touch with you.

Monica: Most definitely. So my company's called Decide To Move. So I'm on Instagram, Twitter, Facebook, Decide To Move. You can also find me on Facebook under my name, Monica.M.Bijoux. B-I-J-O-U-X. I also have a group Confident Professional Women's Circle. We're in the process of changing some names. In fact, I'm doing a contest of whoever comes up with the best name for the group can basically win a prize because I'm all about helping women as well as men because I have a lot of men that connect with me, but really, uh, learn how to be visible, how to be authority, have authority in their actual location and as well as how to just show up and just be authentic. And so because of that and collaborating, networking to me, there's enough room for all of us. We don't have to fight about it. So you can find me on all the different platforms. And my website is www.decidetomove.com and on there you can also find my podcast as well.

Dr. Mark: Excellent. We'll make sure we link to all of those over in the show notes as well. So as we wrap this up, Monica, I'd love for you to leave us leave our summit hosts with one final parting piece of wisdom.

Monica: Yes. So I always tell to say to people, you can be a product of your environment or fruit of your labor. You decide. And I always say, decide to move. You don't have to let your past or things that you've been through to take who you are and where you, where you go.

Dr. Mark: So good. Thank you so much for being here with us today.

Monica: Thank you so much for having me. This has been a blast.

Dr. Mark: Absolutely. And thank you all you summit hosts for hanging out with Monica and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast. Don't forget to go check out all of these amazing goodies and links to everything Monica is just shared with us over in the show notes podcast.virtualsummits.com/153 and don't forget your message matters. So go out there and make an impact in the world 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, don't get caught up in analysis paralysis because the world needs to hear your message, and 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.