



**Bite-sized Conversations with Business** Leaders and Technical Experts.

## **QuickStart Guide for Guest Experts**

### Part 1: Plan Your Story 7- 1.0, [

Introduce Yourself 1-4 1,4 [

Quick introduction including name, title, company, role and involvement with Idealliance.

Big Idea 1-↓ 1,• [

Attention-capturing statement about embracing change and profiting from it.

Challenge 1-

What challenge in the marketplace is your organization addressing? Why does this problem exist? Who contributes to it?

Opportunity 1-4 1.

What is the opportunity for the print and packaging supply chain? Why should people pay attention?

Approach  $2-\frac{1}{2}$ , 1,

What key elements of your work are driving change? What should organizations be doing?

Payoff/Conclusion 1- 1, 1, 1

How is action going to benefit an organization? Tie back to big idea.

# Part 2: Prepare for Questions 3-11-11

Prepared Questions 1-4 1.

What is one watch-out that people should be aware of? What is the best way to get started?

Live Questions 1, 2-1, 1, 1

Address audience questions submitted during session.

# Part 3: Logistics 40- 1,-, [

Schedule Prep Call 30-√ 1, 1,

Discuss story and test audio and video connection.

**Email Mike Grady to Schedule a Prep Call** 

Schedule Livestream Event 10- , [ Determine date/time for livestream.

### **Best Practices for Audio & Video**

For more support in prepping for event, please see this helpful technical reference.

Download Technical Reference
Password: vD4HhcEi

### Part 4: Livestreaming & Beyond

Livestream Event 35-

Plan to join 15-minutes prior to event, about 15-minutes for Livestream, and for a brief 5-minute post-event recap call.

### **Post-Event**

A recording will be made available on the **Idealliance** website. Additional notes and links may be added to the landing page. Idealliance will share the Gamut Livestream with existing and potential members.

## Part 5: Promote Your Participation

Let the industry know about your participation.

**Download Social Media Graphics** 

Password: vD4HhcEi

# Partnership Opportunities

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Sponsorship Opportunities Kelsey Fields, Program Manager kfields@idealliance.org | 703.837.1093