CHOOSING A THEME FOR YOUR MEETING

Choosing your theme's tagline is critical because it provides the centerpiece idea from which the meeting presenters will focus on. They must reinforce the key messages of the event that will be the clear call to action when everyone leaves. It is a challenge to continually come up with great meeting themes. I have compiled a list of some of the themes I have seen over the years for you. I hope it can help you brainstorm potential options. A few thoughts before you get to the list.

I am Chip Eichelberger and have been speaking professionally since 1993. Since 1966 if you count being the ringmaster at our first grade circus. If being the opening and/or closing speaker at over 946 CONVENTIONS and working with Tony Robbins for 6 years has taught me anything it is this:

LESS IS MORE!

Most of the time I see the leadership forcing the meeting planner trying to put too much information into one event. Try to make the breakout sessions shorter than planned. Use the ROOM SET-UP RECOMMENDATIONS I suggest in that document for all meeting rooms. Make the breaks longer because they almost always take more time than you give them. It will give the participants more opportunities to network together and learn from each other.

Do not go more than 60 minutes without giving them the opportunity to stand up and move – do something! Ask them a question, have them stand and share the answer with a neighbor, write down their commitments to integrate the material, have them stand and do a quick massage and play some upbeat music, do some stretches, play a game – anything! Unless you want to lose them, do not put multiple speakers back to back.

“Chip is a friend, an excellent communicator, and a man committed to constant and never-ending improvement. He has the experience to make a difference for any company.”

Tony Robbins
HAVE A CLEAR CALL TO ACTION

What do you want them to do when they leave? Use a speaker like myself to tie it all together and get the participants clear on what they will do when they leave the event.

Check out why I am uniquely qualified to close your event at CLOSINGSPEAKER.COM or call CHIP EICHELBERGER directly at 865 - 300 -2742.

AFTER YOU HAVE SELECTED YOUR THEME, YOU CAN CREATIVELY INTERTWINE ELEMENTS OF THE THEME INTO EACH ASPECT OF YOUR MEETING:

• Create a logo, PPT template for the presenters, PPT Guidelines (ie. no busy slides, less is more on the slides)

• Choose a color scheme

• Clarify what the theme means for all presenters and what the leadership has decided to be the key messages – communicate effectively

• Send out teaser invitations by mail, email, audio and video clips

• Have your speaker record special video messages in advance to send out

• Coordinate special events, meals, experiences tied into your theme

• Look at potential teasers/gifts to be placed into the hotel rooms that can tie into your theme

• Order ad specialty items that incorporate the theme - like shirts, bags, T-shirts, hats, pens, flash drives, etc. Even better, make them a surprise and deliver to their hotel room with a nice note.

• Outfit your staff with special shirts with the meeting theme logo so they stand out

• Create a follow-up program with a survey to ensure that the proper messages were received

• Consider recording key messages from the presenters for Mp3 downloads or send out a CD/DVD to reinforce the messages

• Create Banners to display the theme - here are some from a recent event with TDS Telecom who choose my Get Switched On! theme.

“Chip did a great job engaging our audience and instilling the “Get Switched On” theme at our kick off sales conference. We had him kick off our day and he come back that afternoon to reinforce the message through the Board Break Experience. Our 300 sales professionals were excited and engaged and we heard that it was the best sales conference ever. We will be using video clips throughout the year to remind our people to stay switched on and to focus on what they can do to make a difference in their own results. Chip brought great energy, a solid message and he engaged the audience through collaboration and discussions. The board breaking experience was the icing on the cake – as I walk through our sales offices many have their boards proudly displayed for a constant reminder that there is always a way if you remain committed!”

Michele Falkner
TDS Telecommunications, Inc.
Director – Sales Operations and Effectiveness
A World of Opportunities
A Whole New World
Accelerating the Pipeline!
Accelerating Growth!
A Celebration of Success
ACE the Guest Experience
A Spectrum of Opportunities
Ain't No Stoppin' Us Now
All Drive - High Octane!
All In!
All Systems Go
Anything is Possible
Back to the Future
Back On Top
Becoming Agents of Change
Be Extraordinary
Beat (name of biggest competitor)
Better and Consistent
Beyond All Limits

**ALL OF THE BREAKTHROUGH THEMES ARE COMMONLY USED WHEN I DO THE BOARD BREAK EXPERIENCE AT THE EVENT!**

Breakthrough To Excellence
Breaking Barriers
Breaking Down Barriers
Breaking Out of Your Shell
Breakthrough Performance
Breakthrough To Excellence

Bigger! Faster! Stronger!
Building a Sustainable Future
Building on the Best
Building for the Future

California Dreamin’ (Tie into the location of the event)

Catalyst 201_
Commitment to Excellence
Creating Customer Connections
Creating Connections-Building Bridges...Together
Creating Connections: Co-operating with Competition Challenge Yourself
Champions By Design
Charting the Course
Connect, Collaborate, Differentiate
Customer Focus
Cross Solving
Crush It in 201_
Discovering Natural Treasures
Dedicated To Your Success
Develop the Possibilities
Discover the Difference
Do Great Things
Don't Stop Believing
Drive 201_ - Leading the Way
Energize Your Performance
Evolving With Our Business
Everything Counts
Expect the Best
Exceeding the Vision
Expanding the Possibilities
Explore the Possibilities
Exploring the Possibilities
Facing the Future - Together Facing Forward
Facing the Challenges
Focus on Success
Focus on the Future
Fusing Power and People
Gaining the Edge
Get Momentum

**Get Switched On! (My personal favorite!)**

Guide Their Journey: Improving Customer Service
Get Ready!
Get Switched On & Break Your Barriers
Get Switched On to Your Brand
Get the Edge
Getting It Done
Getting You Prepared for 201_
Going All In!
Good to Great

Got Momentum Go To Market (GTM)
Growing Your Business
Great Expectations
Higher, Faster, Stronger
Historic Proportions
Homecoming 201_
I AM THE BRAND!
Its Gonna’ be Great!
It Starts with Us
Igniting Team Spirit
Ingenuity @ Work
Innovate, Integrate, Motivate
Innovation Integration
In It to Win It

Journey To the Top
Keep ’em Rollin
Leadership Next: Defying Gravity
Leadership: Share the Vision
Leadership: Precision & Performance
Leadership Challenge

Leadership Conference: Guiding the Way into the 21st Century
Leading the Pack
Century Leading the Pack
Leadership: Sharing the Vision
Legendary Leadership

Lessons _____________ Live
Lighting the Future
Linking _____________ Together

Meeting the Challenge
Making a Difference
Make it Happen
Make it Matter!
Make Every Connection Matter!

Millennium: Honoring the Past, Treasuring the Present, Shaping the Future
Moving to Mastery
Make the Member Connection—Mission Possible
Navigating the Future
New Economy Efficiencies/Old Economy Relationships
Next Generation Leadership

Next Level
Now is the Time!
Operation Excellence
Own It! Take Charge of Your Performance

People, Process & Performance Peak Performance
Partners in Excellence
Prism of Possibilities
People, Purpose & Passion: The Pathway to Success Pump
Partners in Progress
Performance Driven
Pride and Performance
Play to Win
Portraits of Success
Power of the Past – Force of the Future
Peak Performance
Powering Growth
Power Meeting- Breakthrough to Excellence
Power Up!
Quality Connections Ready, Set, Grow Right time - Right now
Racing to the Finish
Refuse to Lose
Reinventing Yourself
Rev Up Your Business
Right Here Right Now!
Selling Beyond Price
Selling More in 201_
Strategies for Success
Sell, Sell, Sell!
Service You Can Trust
Sharing Solutions
Share the Vision
Shaping the Future
Showtime!

Shifting Gears - Prospering in Changing Business Cycles
Success Oriented
Shoot for the Stars
Success through Synergy
Switch It On
Swing For the Fences Team (name of company)
S3 - SHARING SALES SUCCESS
Together Towards Tomorrow
The Challenge of Change
The Power of You
The __________ Experience
The Pride and the Promise
Takin’ It to the Streets
The Power of Performance
The International Business Forum: Where Worlds Meet
The Future is Today
The Measure of Tomorrow
The Year to Remember
Taking Charge of Change
The Spirit of Adventure: Journey into the 21st Century
Today’s Vision: Tomorrow’s Reality
Think Big
Take Action
Team Impact
Team Pride!
Understanding What’s Important
Up Your Sales Success
Viva Las Vegas
Waves of Change: Oceans of Opportunity
Waves of Opportunity, Oceans of Success

We Create Opportunity

Where Technology Shapes

Solutions We Are All In

We Will Win!

We've Got the Power

Winning at the Top!

Winning Together

Working Together Wins

Yes We Can

Yesterday’s Dream, Today’s Reality, Tomorrow’s Icon

Your Most Important Asset – People

Networking Game Card for your Receptions

This fun **Double Bingo Networking Card** is a great way to encourage your participants to meet new people and not just stand around in cliques. This form is easy to customize for your audience. They must get **BINGO** twice to qualify. Offer fun prizes for the drawing of completed forms and do it at the **END** so people stay to the final session.

[ Download Here ]

“Call me directly and I will help you plan a tremendous event. The right theme and the right speaker to bring it home can make all the difference in having a great event and a boring one.”

chip@getswitchedon.com
getswitchedon.com
865.300.2742
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