

# Angela McMillan



*Programs*



# What is your goal?

## *Marketing*

- Develop inbound marketing that wows your members, clients, and consumers.
- Learn to focus on what your consumers want and find success.

## *Events*

- Create exceptional experiences and impactful programming.
- Organize and execute with ease.
- Innovate by fostering collaboration.

## *Leadership*

- Become the leader you wish you had.
- Embrace the power of perspective, empathy, and collaboration to elevate your leadership and your team.

## *Sales*

- Increase your success rate, whether you're selling your product, service, or personal brand.
- How you prepare and deliver your presentation matters.





# WHY ANGELA?

“Angela was polished and yet warm and engaging, funny and insightful. She brought her message to life via excellent examples that were personal and humorous. Angela was relatable, and it’s clear that she was incredibly prepared, demonstrating excellence in presentation and respect for her audience. She is a pro!”

-Mary Jane Mapes, Professional Speaker and Leadership/Relationship Strategist



"[Angela] was funny, witty and engaging. She provided actual takeaways that you can implement in practice. Bring her back!"

-Attendee, 2019 ASAE MMCCon



**GREAT  
CONTENT**



**THOUGHTFULLY  
CURATED**



**EXCEPTIONALLY  
DELIVERED**



# ABOUT ANGELA

**It is Angela's mission to empower people to communicate with perspective and empathy.**

**She believes empowerment happens through exploration, education, and owning your responsibility in any situation.**

Angela has been honing her communication skills in the association industry for 10 years and recently founded Talk It Forward to share her expertise and experience with you.

She is a passionate innovator and enthusiastic orator. As the Director of Special Events, Communication, and Marketing, Angela has been on the front-line of implementing member-centric design thinking in her association's events and communication. The result has been increased attendance and engagement.

Whether you are looking to foster a leadership environment, an organization's customer-communication experience, your personal presentation skills, or need a little life-lift, Angela's optimistic, authentic approach will resonate and leave you smiling.



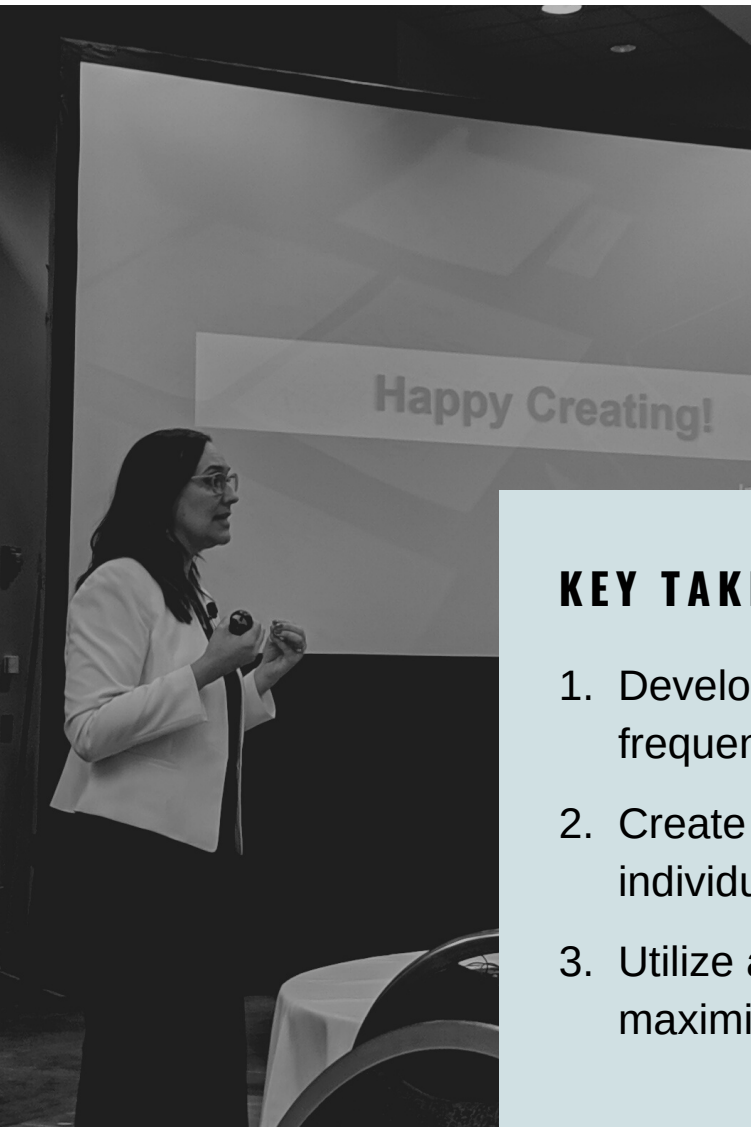
# Program

## *Content Marketing is THE Approach*

Content Marketing is THE approach for organizations who want to stay relevant and engaged with their members/clients because it means providing thoughtful, useful assets in a variety of formats for consumption and use.

Learn practical approaches to creating content regardless of staff size and discuss how to encourage staff to create content. Explore a case study where rules and regulations were turned into positively-rated content.

*45-90 minutes*



### **LEARNING LEVEL**

Foundational

### **SESSION ASSETS**

FAQ content development template

Content calendar planner template

### **KEY TAKEAWAYS**

1. Develop content marketing based on your frequently asked questions.
2. Create multiple pieces of content based on an individual topic.
3. Utilize all staff in the content creation process to maximize staff knowledge and content output.

# Program

## *Organizing Your Communication Calendar to Engage Year-Round*

Today's consumer wants a cohesive, customized, and complete experience. We can have all the tools in the world to help us achieve this, but if we don't take the time to organize and create a fundamental plan, our tools will only churn out mediocre content that does not engage.

With member engagement, recruitment, and retention being the top challenges facing today's association professionals, it's time to review and improve your annual editorial calendar and communication schedule to deliver exceptional member experiences. Learn how to plan and systematize now in order to engage and retain year-round.

## *2-3-hour workshop*

### **LEARNING LEVEL**

Applied to Strategic

### **SESSION CONTENT**

- Annual editorial calendar template
- Review and discuss content library - example provided
- Create/review and improve annual communication schedule
- How to break out an individual program at-a-glance template
- Discuss how to share internally with staff to foster collaboration and ideation

### **KEY TAKEAWAYS**

1. Develop and/or improve your current editorial calendar.
2. Create a comprehensive annual communication schedule.
3. Utilize standard operating procedures (and then automate them) to create communication that increases retention and engagement.

# Program

## *Always be Improving: Organize, Execute, and Improve Your Next Event*

Today's consumer wants a cohesive, customized, and complete experience. We can have all the tools in the world to help us achieve this, but if we don't take the time to organize and create a fundamental plan, our tools will only churn out mediocre content that does not engage.

With member engagement, recruitment, and retention being the top challenges facing today's association professionals, it's time to review and improve your annual editorial calendar and communication schedule to deliver exceptional member experiences. Learn how to plan and systematize now in order to engage and retain year-round.

### *3-hour workshop*

#### **LEARNING LEVEL**

Applied to Strategic

#### **SESSION CONTENT**

- How to organize yourself to coordinate an event template
- Marketing schedule template
- Registration process
- How to prepare staff to assist template
- How to conduct a Run of Show meeting for staff and volunteers
- How to foster collaboration and ideation internally pre and post-event

#### **KEY TAKEAWAYS**

1. Develop and/or improve your current editorial calendar.
2. Create a comprehensive annual communication schedule.
3. Utilize standard operating procedures (and then automate them) to create communication that increases retention and engagement.

# Program

*Empathy =*

*Exceptional Member Experiences*

Our ability to empathize with our members is the key to delivering exceptional member experiences because how we communicate and engage with our members directly impacts our success. Metrics like applications and retention, sponsorship and engagement, and loyalty and team culture are positively impacted when we reframe our approach to focus on the perspective of the audience we are serving. Learn how to shift your association's perspective and implement design thinking by embracing empathy. Explore successful case studies of this approach in the areas of programming/events, communication, and sponsorship.

*60-90 minutes*

## LEARNING LEVEL

All Levels

## KEY TAKEAWAYS

1. Innovate your communication and increase engagement by designing from your member's perspective.
2. Create custom experiences to increase attendance and sponsorship.
3. Utilize an empathetic approach to build relationships within your team and membership.





# *What are you waiting for?*

Let Angela know which program you're interested in customizing for your group.

Drop us a line today for a free consultation - no strings attached!



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