

Karen Clark's Speaking Topics List 2017

All topics available as keynote or workshop/breakout. Topics can be combined or customized. Topics are designed for 30-45 min. each, not including Q/A. Add 10-15 min. for Q/A.

MOST POPULAR TOPICS:

- **Primary Keynote: Social Media Best Practices** (Overview of social media sites plus primary concepts of Social Media 9-1-1 and CPR)
- **Facebook Live** Broadcasting for Business (How-tos, etiquette and possibly practice) *new!*
- **Instagram:** Share, Serve and Sell! (Setting up, networking and selling on Instagram)
- Fabulous Facebook for Business: Attract, Engage and Enroll (Deeper dive into **Pages, Groups and Profiles**, which to use for what, emphasis on **Business Pages**)
- **Going Local** Online: Mining for Gold in Your Own Backyard (Leveraging keywords, online directories and local networks to **attract business in your area**)
- **Facebook Parties** Training (Overview of recommended format, host coaching and follow up. Conducted on a Facebook Business Page Event.) *new!*
- **Host Coaching** for Virtual Parties – Connect and Communicate for Success *new!*
- Online **Opportunity Events** to Grow Your Organization (twist on Facebook parties) *new!*

ADDITIONAL TOPICS

- Netiquette: Social Media **Do's and Don'ts** and How to Avoid "Facebook Jail"
- Your Social Media **Sales Funnel:** Converting Contacts to Customers *new!*
- Pretty, Pretty Pinterest! Leveraging **Pinterest** for Sales
- Technology **Time Savers**—Tips and tools to get on, get noticed and get off! *new!*
- **Building a Direct Selling Team** through Social Media: Connect Yourself to Success
- Conducting **Online Team Meetings**, Rallies and Opportunity Events
- Digital Moms – Using the Internet to Reach **Mothers and Grandmothers**
- Creating a Semi-Private **Team Blog** – Support, Educate and Inspire
- Visual Appeal – A Survey of Simple **Graphic Design Tools** to WOW Your Branding
- Leverage Your **LinkedIn Profile**-Demonstrate Expertise as a Leader (or Future Leader!)
- Social Media for Leaders – **Supporting Your Team** with Technology
- **What's Hot and What's Not** in Social Media Marketing Today
- Social Media **Hot Seat** (Volunteers let us show their pages and get live feedback/advice for improving their online presence.) *new!*