



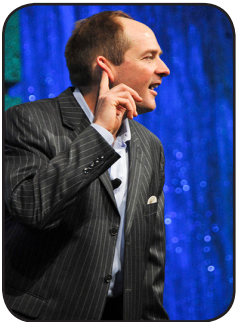
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Contagious Energy • Customized Content • Motivated Audiences

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

Change. Challenge. Opportunity.

Charting the Course

Connect, Callaborate, 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

Leading the Pack

Century Leading the Pack

Leading the Way

Lead Yourself

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 Chaning Business Cycles
Success Oriented
Shoot for the Stars
Success through Synergy
Stronger Together. Growing Together.
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

You Ain't Seen Nothin' Yet

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 have a great event and a boring one."

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