

## **Confab 2010 Topic Ideas**

We have listed a number of topics below we have high confidence would appeal to the attendees. Perhaps one or more of the topics below will resonate with an exceptional skill or knowledge level you possess and engage in currently in your practice. You may already have presented on one or more of them. Feel free to propose a presentation dealing with one of these topics or of other topics you believe would have a high impact value for the attending Confab audience.

- Business structure and principals of “operating” a consulting business.
- How to Get a Consulting Business Started
- How to successfully “market yourself” as an independent management consultant.
- “Managing client engagements” from proposal to conclusion.
- How succeed in “getting published” (self publishing vs. acting with a publisher).
- The options and methods for pricing consulting services for clients.
- The process of selling consulting services.
- Expanding your practice through speaking.
- Effectively closing sales.
- Focusing on Coaching as a primary or secondary revenue stream.
- Finding and engaging your ideal client.
- Locating new or emerging markets for starting or expanding your consulting business
- Retraining yourself or your service to take advantage of opportunities in new or emerging markets
- Making Consulting Alliances Work for You and Your Clients.
- How to listen to sell to your clients and deliver what they need.
- “Social Community Marketing – How to Sell to Younger Customers”.
- Controlling Consulting Project Overruns – avoiding scope creep.
- The Techniques of Highly Skilled Facilitators.

- High Technology consulting – what is it, where is it?
- Consulting to International Clients
- How to Generate Leads from Web 2.0
- Technology Tools for Running a Successful Consulting Practice.
- Making yourself and your consulting practice visible to potential clients.
- Establishing trust with clients and colleagues.
- Guiding Yourself and Your Clients Through Ethical Dilemmas.
- Productizing and Repurposing Your Business
- Developing a Referral Based Methodology for Building Your Business

Your experience in consulting and the insights you share with the attendees will make a valuable contribution to the success of the session and Confab itself.