

COLLABORATIVE

Virtual Sessions

#WeAreCollaborative



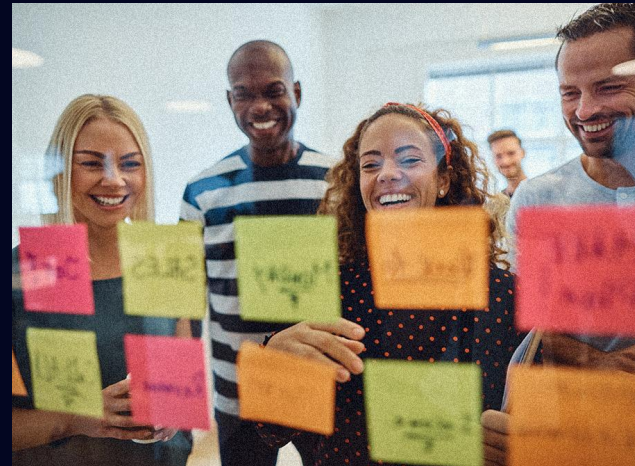
**Promote like a boss.
How to rock being a
conference attendee and
become a thought leader**

Lindsey Lathrop (she/her)

Coach & Gender Equity Consultant
Lindsey Lathrop Coaching

**Promote our cause by
promoting ourselves.**

Think about the compounding impact you can make, for yourself and your organization, **if people KNOW, LIKE, and TRUST you.**



Write & post an article online.

- What session/topic discussion stands out the most to you and why?
- What is a new tool/app you learned about and why are you excited to use it?
- What is a conversation you're still thinking about? What impact did it make to you?
- What's a perspective you have that was challenged? How did that feel to you?
- If you could propose a session at the next event, what would it be about? Why is that important to you?

Choose an engaging headline.

"What I learned at [event name]."

"How to..."

"What to do when..."

"What will make you..."

"The app that will..."



Don't overthink it.

Be productive. Not precious.

When you share, tag:

- The event
- your organization
- anyone you referenced
- anyone you want eyes ON the post

Publish it on LinkedIn.

Use relevant hashtags.



Headline



Write here. Add images or a video for visual impact.

Post your content on other social channels, too!



Lindsey Lathrop-Ryan is with Claire Wasserman.

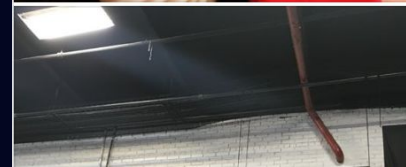
November 4, 2019 · 🌐 ▼

Loved everything about getting to **Ladies Get Paid** 's **#getmoneygetpaid** event in Brooklyn on Saturday. That's one of my favorite parts of having my own biz - getting to invest in continuing to build my skills as an entrepreneur and coach - and pass them along to clients. Can't wait to share what I've learned. All.the.things.

AND: because I'm so revved up, I've created a free virtual 7 day challenge to build your self-promotion skills. You can learn more and sign up here: <https://lindseylathrop.com/iamremarkable-challenge/>

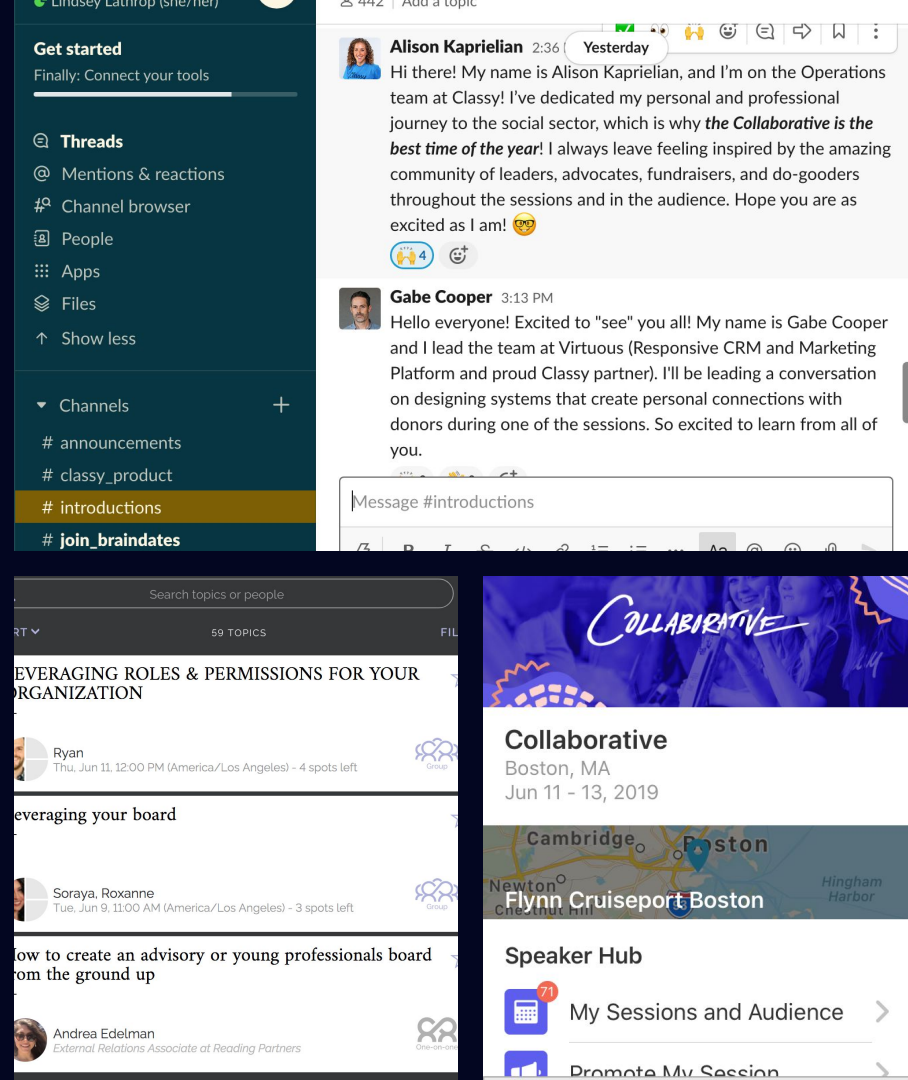
Each day you get a 4-8 min. audio training created personally by me or **Colin Ryan** and a reflection worksheet.

Would love to have you join us! You are your own PR person. Learn those skills!



Take advantage of event networking apps.

Super easy place to make connections.

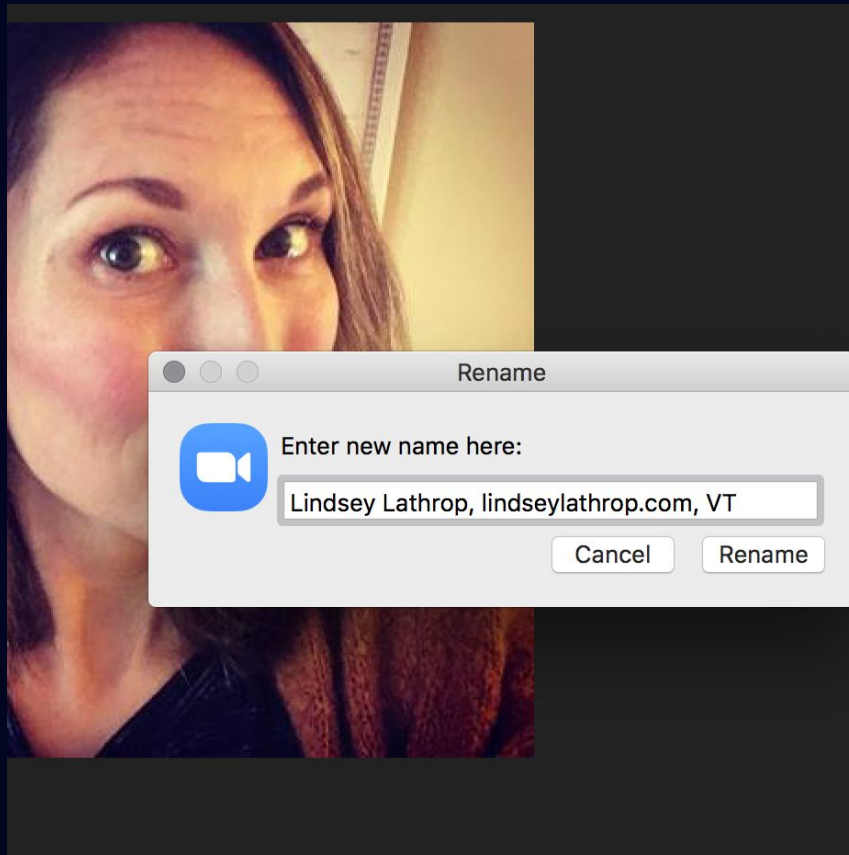


Rename yourself in webinars/Zoom.

Name, Org Name, Geographic Location

Introduce yourself in the chat.

Ask a question.



**You have to be your
own PR person.**

Questions? Need help?

lindsey@lindseylathrop.com

[@coach_lins](#)