



Elevate Your Marketplace Presence, Credibility & Generate Leads Develop a Senior Living Speakers Bureau

“A speaker’s bureau can play a strategic role in enhancing a community’s visibility, credibility, and influence, ultimately contributing to its long-term success – start small and grow it.” gms 2024

Speakers are Always in Demand. Every nonprofit, rotary club, chamber of commerce, school, church, senior center and other community businesses and organizations are always looking for speakers who are informative, entertaining, and inspirational to promote positive aging and wellbeing.

Elevate Your Marketplace Presence. Leverage the talents of your staff, residents and family networks, community partners, vendors, and volunteers to develop a speakers bureau featuring thought leadership in your senior living community. It will help you gain marketplace recognition, create credibility and attract new leads to your community.

Your Community’s Benefits. It generates leads and offers employee recognition, development, and retention as it promotes your thought leadership, brand promise, networking, and relationship building.

Your Staff & Networks have the Gifts, Now Let’s Build Their Confidence to Speak! The talent of your key leadership, hidden or obvious, sometimes along with people from their networks, can bring timely informative messages, entertainment and inspirational gifts promoting positive aging and wellbeing.

We Can Help You Create Both. Our basic package includes an introductory zoom, 7 fifty-minute workshops to develop the framework and planning for creating a speakers bureau along with a marketing plan for announcing your speakers bureau. To start, we assist you by helping select your first speakers, develop their presentations and slide decks, and schedule three coaching sessions with them. For more information about this coaching service, please contact me at Gary@Virtical.Live



Developing Sales Leads via Outreach Marketing & Networking

Inspire & Innovate is >Virtical Signature Service featuring these 3 programs.

The Speakers® . . . The Baker’s Dozen® . . . Then & Now InterGenerational Theatre®