

RECOGNIZING OKLAHOMA'S COMMUNITY LEADERS, NEW LEADERS, AND NEXT GENERATION LEADERS

NextGen Talks

Events are a showcase of 15-minute presentations designed to highlight Oklahoma's emerging leaders and established leaders **who are already making a difference.**

An opportunity to not only tell a statewide audience but a **worldwide audience over the internet** about a cause or project that is making a difference in Oklahoma.

NEXTGEN
TALKS
OKLAHOMA



**SPEAK UP AND
STANDOUT.**

www.nextgentalksok.com

Oklahoma storytellers share their **Vision, Values, and Agenda** that will **Inspire and Benefit “The Next Generation”** of **Oklahoma Leaders**



NextGen TALKS Oklahoma Events for 2020 are being scheduled in performing arts theatre auditoriums that seat 500 – 700 people located in towns all across Oklahoma.

Inspired by TEDx Talks, TED Conference Events, and Toastmasters

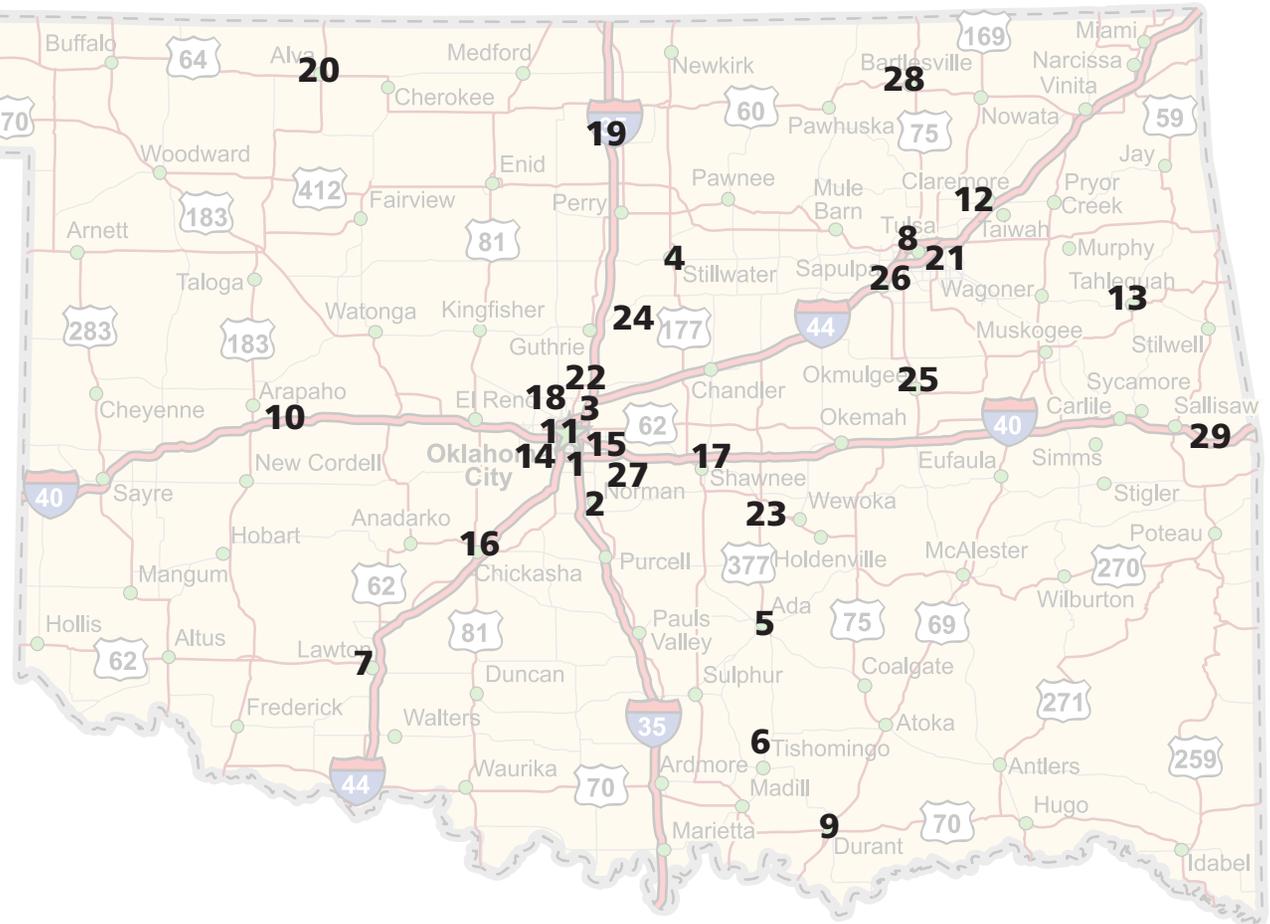
EVENT DETAILS

1. Each 4 hour event includes 12-14 speakers with two 15 minute intermissions followed by a 1 hour networking reception to meet the speakers. Events will be funded by ticket sales and sponsorships.
 - a. **Three local community and state leaders per event**
 - b. **Nine to eleven next generation leaders with causes that are making a difference per event**
 - c. **Oklahomans doing extraordinary things**
2. Each speaker will select their talk category and theme. Topics include:
Education • Energy • Aviation • Health • Arts • Technology • Innovation • Economy • Tourism • History • Science
3. Each speaker will submit their talk outline along with power point images and agree their talk will be 12-15 minutes.
4. All event **speaker talks are recorded LIVE**, edited, uploaded to **NextGen Talks Youtube channel**, and viewed on the website **www.nextgentalksok.com**
5. Promotion event speaker talks include email campaigns along with postings to major social media platforms so speaker talks can go viral
6. All NextGen TALKS will be contracted with a **local volunteer event coordinator** and **local event volunteer planning committee** (6-8 people for each event)
7. **Targeted 18 city tour in 2020 with audience sizes of 450-700** from 29 potential event locations in Oklahoma. (see enclosed map) (total projected attendees 8,100-12,600) (total projected speakers 216-252) (Youtube public views = 1,500 per speaker, 18,000 - 21,000 views per event, **324,000 - 378,000 views from 18 events**)

NextGen TALKS Oklahoma Targeted Event Locations for 2020



1. Rose State College Midwest City, OK
2. University of Oklahoma Norman, OK
3. Oklahoma Christian University Edmond, OK
4. Oklahoma State University Stillwater, OK
5. East Central University Ada, OK
6. Murray State College Tishomingo, OK
7. Cameron University Lawton, OK
8. Tulsa Community College Tulsa, OK
9. Southeastern OSU Durant, OK
10. Southwestern OSU Weatherford, OK
11. Oklahoma Community College OKC, OK
12. Rogers State University Claremore, OK
13. Northeastern State University Tahlequah, OK
14. Southern Nazarene University Bethany, OK
15. Oklahoma City University OKC, OK
16. Oklahoma Arts & Sciences Chickasha, OK
17. Oklahoma Baptist University Shawnee, OK
18. University of Central Oklahoma Edmond, OK
19. Northern Oklahoma College Tonkawa, OK
20. Northwestern OSU Alva, OK
21. University of Tulsa Tulsa, OK
22. Herbert W Armstrong College Edmond, OK
23. Seminole State College Seminole, OK
24. Langston University Langston, Oklahoma
25. OK State University Institute of Technology Okmulgee, OK
26. Oral Roberts University Tulsa, OK
27. University of OK Health Sciences Center OKC, OK
28. Oklahoma Wesleyan University Bartlesville, OK
29. Connors State University Warner, OK



NOTE: 2019 Survey regarding positive interest in sponsoring a NextGen TALKS Oklahoma event during 2020 at their campus or city performing arts auditorium.
www.nextgentalksok.com

NextGen TALKS Oklahoma is offering a unique **sponsorship opportunity** that allows you to reach numerous targeted niche **Oklahoma markets** and **community leaders** without the expense and uncertainty of a more broad media campaign associated with traditional advertising.



Every single day the public is **overloaded with traditional media information** and often it is so common that people filter out certain ads and advertising.

NextGen TALKS Oklahoma can provide a **strategic "grass roots" marketing opportunity** that will help you **meet multiple communication goals at once.**

1. Shape public attitudes and opinions. Sponsoring **NextGen TALKS** with topics that Oklahomans care about will create positive feelings toward your brand.

NOTE: *When Oklahomans feel you care about the same things they do, they are much more inclined to have a positive attitude toward your brand.*

2. Build brand awareness. **NextGen TALKS** events **guarantee you an audience** of people who care about meeting their now community leaders, new upcoming leaders and next generation leaders who are sharing their ideas, causes, and missions to make their communities a better place to live. (These events are similar to town hall meetings with positive outcomes).

3. Targeted audiences. Unlike traditional media, **NextGen TALKS** type events **target communities and people** interested in education and developing a quality lifestyle for themselves and all Oklahomans living in communities throughout the State of Oklahoma.

4. Increase reach. **NextGen TALKS Oklahoma** strategic sponsorship **encourages word-of-mouth marketing.** People who attend the events you sponsor will have a positive interaction with your brand and continue to talk to others about your mission.



5. Generate media exposure. Media coverage of NextGen TALKS often includes the names of sponsors, especially in the promotion of these type events. This positive publicity can **increase the visibility** of your brand and compliment other existing media plans in place to capitalize on the exposure.

6. Differentiate yourself as a “Uniter” of public opinion. Sponsoring these NextGen TALKS events, especially an exclusive sponsorship, **sets you apart** by connecting you to something positive in people’s minds.

7. Take on a “corporate citizen” role. Not all sponsorships have to center around certain related industry events. Sponsoring NextGen TALKS events **put you in the role of a good neighbor and a corporation with a conscience.** People are going to perceive you as contributing to their community, which creates goodwill and positive association with your brand.

8. Generate new leads if you’re sponsoring a NextGen TALKS event you will have the **opportunity to connect with people** who are looking for ideas of how they can make Oklahoma a better place to live, work and follow their dreams.

9. Enhance business and VIP relationships. NextGen TALKS events offer special opportunities to sponsors, such as exclusive networking settings. At NextGen TALKS events our sponsors can **meet key community leaders and create business relationship opportunities,** especially with the “ongoing promotional” benefit of the speaker talk video viewing on the website once the event is over.

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