

Janet Murray

#2021
sorted

DELEGATE HANDBOOK

INTRODUCTION

I'm *SO* excited you're joining me at **#2021 SORTED** on **NOVEMBER 3 & 4**

I'm looking forward to helping you create your content plan for 2021!

Apologies if it sounds a bit strict and schoolmarmish in places...if you've ever run an event yourself, you'll know how important some of this stuff is for a smooth running event!

I think I've covered everything, but if I've missed anything, drop me a line on janet@janetmurray.co.uk and one of the team will try to help.

ABOUT THE EVENT

2021 SORTED is an annual content planning event for coaches, creatives and entrepreneurs.

The event aims to take the pain out of content planning - by giving you the accountability and support to create your 2021 content plan, live at the event

It's also about getting inspired. Which is why the event also features talks/workshops from some of the world's leading content creators on how to plan and create engaging content that will help them generate sales.

This year we've added in additional **Level Up** sessions on a range of issues that impact entrepreneurs - but don't always get the attention they need/deserve e.g. mental health, dealing with copycats/trolls, running your business around a family & more.

And the support doesn't stop on the day. This year, you also get **FREE** membership of my 2021Sorted Club - which means you get support with your content creation and planning - throughout 2021. This includes a weekly email from me with ideas on how to use the awareness dates in the diary, four quarterly coaching calls (which will give you the accountability to make sure your content plan is in place for the following quarter) and a digital version of the diary.

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KEY INFO ABOUT THE EVENT

DATE AND TIME: Nov 3 & 4 (9:30 - 4pm)

There will also be a **Virtual Bar** from 7-10pm on Nov 3 - I'd love you to join.

We would love you to mingle in the **Facebook group** during the event.

WEBSITE: www.janetmurray.co.uk/2021sorted - although do sign up as an affiliate and use your affiliate link when sharing. There are more details on page 4.

EVENT DELEGATES: entrepreneurs, coaches and creatives who create content to promote their business. Lots from the UK, but my audience is worldwide.

TYPES OF BUSINESSES: Typically solopreneur/entrepreneur/freelancer.
Both product and service-based businesses.

NUMBER OF DELEGATES: 500

WHO IS SPEAKING AT THE EVENT? You can check out the speakers **here** (we are updating regularly).
A full list of speakers/sessions will be circulated a week before the event.

THE 2021 SORTED TEAM



If you have any questions about the event, please email in the first instance: janet@janetmurray.co.uk

PROMOTING THE EVENT TO YOUR AUDIENCE (PLUS AFFILIATE SCHEME)

I'd love you to promote 2021 Sorted to your friends/followers.

To help you do that, I've created **these images** you can use on your social media. Plus here is a link to a **Canva template**, you can customise and add your own photo.

And if you sign up for my **affiliate scheme**, you'll get 10% of every sale you make.

You can sign up for the scheme and grab your affiliate link **here** (you will need to be logged into the 2021 Sorted Club area).

Once you've signed up as an affiliate, you'll be able to grab an affiliate pack that includes copy and artwork you can use to create content about the event.

And don't forget to use the event hashtag **#2021SORTED** whenever you're sharing content about the event.



KEYNOTE SPEAKERS



JANET MURRAY

JANET MURRAY is one of the UK's leading content marketing experts and specialises in audience growth. She is the creator of the Social Media Diary & Planner – an A4 desk diary that helps coaches, creatives and entrepreneurs plan and create content that helps them grow their audience and generate leads and sales for their business.

She is also the founder of the 2021 Sorted and the Build Your Online Audience programme – the only online membership programme exclusively dedicated to audience growth. Janet is also a podcaster, author and speaker, who has spoken all over the world about content marketing and audience growth.

WEBSITE: <https://www.janetmurray.co.uk>



IAN ANDERSON GRAY

IAN ANDERSON GRAY is the founder of the Confident Live Marketing Academy and is the host of the Confident Live Marketing Podcast. He helps entrepreneurs to level up their impact, authority and profits by using live video confidently. He's founder of Seriously Social – a blog focused on live video and social media tools. He's an international speaker, trainer, teacher and consultant. As well as being a geek, husband, and dad to two kids, Ian is also a professional singer and lives near Manchester in the UK.

WEBSITE: <https://iag.me>



SACHA BLACK

SACHA BLACK is a competition-winning and bestselling author, rebel podcaster, professional speaker, and a member of the Alliance of Independent Authors (ALLi) team. Her writing craft books “13 Steps to Evil,” “10 Steps to Hero,” and “The Anatomy of Prose” are all bestselling books for writers. Sacha runs two podcasts: “The Rebel Author Podcast” and “Next Level Authors,” as well as hosting the monthly fiction and non-fiction podcast for ALLi. Sacha spent many years developmental editing, but now focuses on sharing her knowledge through writing more craft books, creating writing courses, and consulting on all aspects of writing, marketing, and the publishing journey as an indie author.

WEBSITE: <https://sachablack.co.uk>

KEYNOTE SPEAKERS



MIKE MORRISON

MIKE MORRISON is co-founder of Membership Academy, where he helps guide the growth of high performing memberships and online communities. With over 15 years' experience in digital marketing; Mike has worked closely with multinational brands such as McDonalds, ITV and Ancestry.com; and has been the driving force behind a multitude of 7 figure membership businesses. He's the host of a popular podcast, author of three best-selling books and can regularly be found on stages around the world at events including Social Media Marketing World, YouPreneur Summit and Podcast Movement.

WEBSITE: <https://www.themembershipguys.com>



DAN KNOWLTON

DAN KNOWLTON is a UK-based digital and social media marketing expert who has grown his digital agency Knowlton into a multi-award-winning business that has worked with the likes of FIFA, Wahl, Nestle, Citibank, Eurotunnel, and Boston Consulting Group. In addition to running Knowlton, Dan is known for giving his best insights away on stages around the (pre-covid) world. Dan is also the co-host of the Business Anchors Podcast which is the only business podcast you'll get excited to listen to at the weekends.

WEBSITE: <https://knowltonmarketing.co.uk>



JANINE CUMMINGS

JANINE CUMMINGS Janine teaches coaches, consultants and entrepreneurs how to strengthen their messaging and marketing through 1-2-1 Coaching, online courses, Memberships and her Boss It Live Coaching Academy.

Janine is passionate about helping others share their message through live video and believes that live video content has the capability to change people's lives.

WEBSITE: <https://bossitlive.com/>

KEYNOTE SPEAKERS



STEVE DOTTO

STEVE DOTTO is Canada's most respected geek. For over 16 years, as host and executive producer of Dotto Tech, a nationally syndicated TV show, Steve entertained and educated millions of Canadians on all aspects of technology. Steve's YouTube Channel (25 million views) focuses on traditional How To content, teaching productivity and content creation. Steve has a passion for understanding the social impact of technology and his Podcast, Grey Matters with Steve Dotto teaches Baby Boomers and GenXers how to remain relevant in the digital age.

WEBSITE: <https://dottotech.com>



COLIN GRAY

COLIN GRAY is a podcaster, a founder, a speaker and a PhD in online learning. Since 2007, he's been teaching entrepreneurs and educators how to grow an audience through content, particularly with podcasting. His company, The Podcast Host, teaches businesses how to nurture trust through the combined power of quality and consistency, and how podcasting, blogging and video work together to foster fanatical fans.

WEBSITE: <https://www.thepodcasthost.com>



JO WATSON

JO WATSON is a freelance copywriter, editor and trainer hired by people who want personality in their project. People even hire her to speak at events, though usually just the once...

Despite having fancy letters after her name as a Chartered Manager, she remains a lover of swearing, sarcasm and puns. She also makes a lot of inappropriate jokes, which is one of the many reasons she "left a stable career in teaching" (her mother's words). Jo has an infant daughter, Lily, and is starting to feel the immense downside of raising a confident, independent female...

WEBSITE: <https://agoodwriteup.com>

HOW TO PREPARE FOR 2021 SORTED

First off, we will be sending you weekly emails with reminders about how to prepare for the event but here's a list of things I suggest you do each week.

FOUR WEEKS OUT (W/B OCT 6)

If you haven't already:

- ✓ **Block out Nov 3 and 4** in your diary. Having a couple of days to work 'on' your business rather (than *in it*) is a gift. So make sure you've got those days blocked out in the diary
- ✓ Join the event **Facebook group** if you haven't already (and go introduce yourself)
- ✓ Follow our Twitter lists for event **speakers** and **delegates**
- ✓ Put the date in your diary for the event briefing: **Tuesday October 27 @2pm GMT (30 mins)**
- ✓ Sign up for our **messenger bot**. This is how we'll send reminders about the event (including the briefing session) so make sure you're signed up.
- ✓ Put the date in your diary for our affiliate briefing on **Thursday October 8 @11am BST (30 mins)**. Find out how to sign up as a Janet Murray affiliate and earn additional income for recommending 2021 Sorted to others.

THIS WEEK YOU SHOULD ALSO:

- ✓ Create your own shareable **#2021Sorted images** with our **Canva templates**...and start telling people about the event. We also have generic images **here**.
- ✓ Sign up for an **affiliate account** so you can earn additional income from recommending the event
- ✓ Start researching and connecting with the speakers. The keynote speakers are listed on **page 5** of this guide with pics and bios
- ✓ Organise childcare if you need to
- ✓ Book a hotel if you need to (some delegates are doing this so they can focus 100%)

We're also aiming to create a directory in our messenger bot where you'll be able to find out more about the speakers/other delegates. We'll let you know as soon as this is live.



HOW TO PREPARE FOR 2021 SORTED CONTINUED...

THREE WEEKS OUT (W/B OCT 13)

If you haven't already:

- ✓ Do any of the tasks you haven't completed from last week's list
- ✓ Listen to the podcasts/read the blog posts I will be sending out via email about how to prepare for the event
- ✓ Start connecting with other delegates at the event (and identifying those you'd love to connect with)
- ✓ Start researching ideas for a **blog/podcast/video about the event**

TWO WEEKS OUT (W/B OCT 20)

- ✓ Do any of the tasks you haven't completed from last week's list
- ✓ Update your social media profiles. During the event, you are likely to get more visits to your social media profiles, so it's important to make sure it's really clear what you do and how people can find/work with you
- ✓ Update your website (if you have one). You're likely to get more traffic to your website during the event, so this is a good time to do a review of your website: check for broken links, update any out-of-date information etc.
- ✓ Create, publish and promote your **pre-event blog/podcast/Youtube video**



HOW TO PREPARE FOR 2021 SORTED CONTINUED...

ONE WEEK OUT (W/B OCT 27)

- ✓ Do any of the tasks you haven't completed from last week's list
- ✓ Set aside some time to map out what you are going to be promoting/selling in 2021. It's helpful to think about it in quarters i.e. what is going to be your main focus for each quarter. This is really important to help you make the most of the event.
- ✓ Your diary should arrive this week – do share some social media content about it and don't forget you can earn affiliate income when you promote the event
- ✓ Make sure you've organised a quiet space with good internet access to attend the event
- ✓ Attend the event briefing on **Tuesday October 27 @2pm GMT** or watch the recording. Study the event timetable and decide which sessions you're going to attend live and which ones you'll watch on catch up (schedule time in your diary to watch them)
- ✓ If you're a stationery fiend, gather together all the items you'll need inc. post its, Sharpies, pens

IMPORTANT NOTE

Your diary should arrive this week – as tempting as it is...don't start filling it out. We'll do that at the event.

HOW TO PREPARE FOR 2021 SORTED CONTINUED...

24 HOURS BEFORE THE EVENT

- ✓ Do everything you haven't completed from the previous week's lists.
- ✓ Make sure you have a quiet space organised with good internet access to attend the event
- ✓ Stock up on drinks and snacks

ON THE DAY

CHECK YOUR SPEED

If possible, please use a wired internet connection (i.e. plug directly into your router). This can greatly improve the speed and stability of your internet.

YOUR COMPUTER

- **CHECK DEVICES** - If possible, check what other devices you have connected to your internet. iPads, games consoles and other computers can use up your internet bandwidth in the background and downgrade the quality of your connection. And tell the kids to stay off Netflix.
- **REBOOT YOUR COMPUTER** - not always needed, but sometimes a reboot makes sure your computer plays nicely
- **CLOSE DOWN APPS** - Close down as many apps running in the background. If you have apps running in the background, such as Dropbox, Google Drive etc. These can use up bandwidth and slow down your computer.
- **TEST YOUR MICROPHONE** - If you are taking part in the Level Up sessions and/or any other networking sessions e.g. Virtual bar you will need to unmute yourself. So please test your microphone works before the event (on any devices you plan on using at the event).

NOISE

- **PHONES/ALARMS** - Make sure you silence any phones or devices so you don't get interrupted
- **INTERRUPTIONS** - I know this sounds obvious, but if there is anyone else around, make sure you tell them not to disturb you while we're recording!
- **BACKGROUND NOISE** - If possible, switch off fans or any noisy things in the background (and put children and animals in another room! They're cute but distracting!)



HOW THE SESSIONS WILL WORK

There are two types of sessions at 2021 Sorted.

1. **KEYNOTE SESSIONS** with one speaker.
2. **LEVEL UP SESSIONS** with a panel of speakers

Keynote sessions will be broadcast live into the event **Facebook group**.

Level Up sessions will be hosted via Zoom calls (we'll send you the links ahead of time).

For the keynote sessions, simply make sure you are in the **Facebook group** at least 10 minutes before the session is due to start.

IF YOU ARE DEAF/HARD OF HEARING

Delegates who are deaf/hard of hearing will be able to turn on the captions on Facebook Live videos. Captioned versions of all sessions will be available in the 2021 Sorted member area after the event within 7 days (tech problems permitting). We will also provide summary notes of each session after the event.



HOW THE LEVEL UP SESSIONS WILL WORK

Each session will have a **Room Host** and a **Panel Host**.

The **Room Host** will be responsible for the Zoom call and recording and splitting delegates into Zoom rooms for discussion.

The **Panel Host** (one of the panellists) will be responsible for leading the discussion (although the Room Host may intervene if necessary – for example if a panellist is overrunning).

IMPORTANT NOTE

Please be aware that you will be split into groups (via Zoom rooms) where you will be able to chat to other delegates, so please make sure you are fully able to participate (i.e. please don't just log in to 'listen'). Imagine how annoying it would be if you were at a live event and someone on your table was ignoring the discussion and getting on with their own thing...that's how it will appear if you 'just log into listen'.

Your camera must be on and please test your microphone to make sure it works before the session so you can take part in the discussion.

LEVEL UP SESSIONS

0 - 5 MINS: Your **Panel Host** (who may also be a panellist) will introduce the topic and the speakers

5 - 25 MINS: Each expert speaker will talk for five minutes (your host will tell you when it's your turn).

25 - 45 MINS: Your **Room Host** will split delegates and speakers into Zoom rooms in groups of 5-6 where you will have a set of questions to discuss (the Panel Host will announce the questions, which will also be shared in the chat). You will be placed in a Zoom room with a group of delegates and your host may switch your group partway through the session). After 10 mins, delegates and speakers will be allocated new Zoom rooms (so you can chat with more people).

45-50 MINS

Your Room Host will close the Zoom room and bring everyone back into the main space for final thoughts and Q & A (if time).

PLEASE don't worry about the tech – just get yourself to the room and your Room Host will look after the rest. If you can follow instructions, you'll be fine.



FAQS

Q: WILL THE SESSIONS BE RECORDED?

A: Yes the sessions will be recorded and stored inside our 2021 Sorted Club membership area (as a ticket holder you get free membership).

Q: WILL I BE ABLE TO ASK THE SPEAKERS QUESTIONS?

A: Yes you'll be able to ask questions in the comments/chat.

Q: WHAT MEASURES HAVE YOU TAKEN TO ENSURE THE EVENT IS ACCESSIBLE TO ALL DELEGATES (INCLUDING THOSE WITH DISABILITIES)?

A: During keynote sessions, delegates who are deaf/hard of hearing will be able to turn on the live captions on Facebook. Captioned versions of all sessions will be available in the 2020 Sorted member area after the event.

Q: WILL THERE BE SOCIAL SESSIONS AT THE EVENT?

A: Yes! We have a virtual bar on the evening of Nov 3 (7-10pm). We'd love you to be there.

Q: DO YOU HAVE A CONTINGENCY PLAN?

A: If there is a problem on the day e.g. a tech failure we have a contingency plan in place. If this happens we will send instructions via the most appropriate communication channel e.g email/text as soon as we can.