



The Dental
Speaker

SPEAKER PACKET



Presentations

If you're considering starting a speaking & consulting business or are seeking to improve balance, ignite joy and rediscover fulfillment...

Vanessa Emerson, FDSI can help.



So... You Think You Want to Speak/Consult?!

WHAT YOU NEED TO KNOW & DO FOR SUCCESS

Learn the foundational tools, skills and resources required for launching a speaking and/or consulting business.



From Exhausted to Empowered:

THE PROFESSIONAL'S GUIDE TO THRIVING

Discover how to reclaim your passion, restore balance, and thrive personally and professionally.



The **Dental**
Speaker



So... You Think You Want to Speak/Consult?!

WHAT YOU NEED TO KNOW & DO FOR SUCCESS

Have you ever sat in a meeting, watching the speaker, and wondered, “How can I do that?”

Or perhaps you feel the desire to share your knowledge by consulting with businesses and professionals to help them elevate their success and are just not sure how to get started.

You're not alone! Many professionals grow to a point in their career where they would like to give back to the profession while continuing to stretch themselves and create additional business opportunities in the process.

Learn how to get from here to there: Drawing from her 20+ years' experience as a speaking/consulting business advisor and marketer, Vanessa will share the foundational tools, skills and resources required for launching a speaking and/or consulting business that gets you noticed, booked... *and compensated!*



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- Clarify your Big 'Why' (life vision) and how to lay out a strategic plan for your business
- Define areas of interest and experience which can be developed into your niche
- Explore the 'who, what and where' for developing your content and experience
- Gain tips for successful branding and marketing in today's speaking/consulting environment
- Understand why *and how* to differentiate your presentations and training programs
- Learn what a speaker packet **is** and *why you need one*
- Discover how to use email and print marketing to bring results
- Develop strategies for communications with meeting planners and potential clients
- Illuminate how to set - and when/how to negotiate - honorarium
- Identify how to find and work with sponsors
- Receive tips for creating your own agreements
- Discover the power networking will have on your business

Suggested Format:

Full or Partial Day; Lecture, Workshop, Keynote

Suggested Attendees:

All Professionals

The Dental
Speaker



From Exhausted to Empowered

THE PROFESSIONAL'S GUIDE TO THRIVING

Career professionals often feel the weight of stress, burnout, and an imbalanced lifestyle. It's time to break free from exhaustion and reclaim your power!

Lifestyle medicine meets daily practice in this transformative course. Chopra Certified Health & Meditation Instructor™, Vanessa Emerson, FDSI, shares practical strategies that professionals can employ to restore balance, ignite joy, and rediscover fulfillment in their professional and personal life.

Through engaging discussions and hands-on activities, we will: Explore techniques to prioritize self-care and manage stress. Evaluate the impact that our daily choices have on overall health, well-being and relationships. Assess your relationship with the fundamental pillars of health/wellbeing (nutrition, sleep, and lifestyle.) Discuss the mind-body-spirit connection and its relevance to well-being. Develop a rejuvenation plan to enhance overall well-being and restore balance.

Join us on this transformative journey and discover how to reclaim your passion, restore balance, and thrive personally and professionally.

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- Gain knowledge of effective stress management techniques to reduce stress levels and improve overall well-being
- Discover ways to restore energy and vitality through holistic principles and lifestyle choices
- Identify practical ways to incorporate self-care practices into your daily routine
- Explore the mind-body-spirit connection and how to nurture your overall well-being
- Recognize the impact of nutrition, sleep, exercise, and other lifestyle choices on your health and happiness
- Discover rejuvenation techniques to enhance your overall well-being and restore balance in your life

Suggested Format:

Full or Partial Day;
 Lecture, Workshop, Keynote

Suggested Attendees:

All Professionals





If you're considering starting a speaking & consulting business or are seeking to improve balance, ignite joy and rediscover fulfillment...

Vanessa Emerson, FDSI can help.

Recognized as a business strategist, wellness educator, and influencer, Vanessa Emerson, FDSI mentors professionals in business development/strategy, marketing, event management and health/wellness principles.


Vanessa's annual conferences attract meeting professionals who gather to learn, network and support each other in growing their businesses and the dental meetings industry.

She was honored by Dental Products Report as one of the Top 25 Women in Dentistry (2017), awarded Nifty Thrifty's Dental Industry Influencer of the Year (2023), and thrice selected for the Denobi Award Shortlist (2021, 2022, 2023) for her outstanding contributions in the industry. Vanessa is frequently booked by organizations who would like to encourage their members to explore and expand their roles as speakers and consultants.

An avid student of self-development over four decades, Vanessa is honored to be both a Chopra Certified Health™ and a Chopra Certified Meditation™ Instructor. Her health and wellbeing courses reflect the understanding that professionals who prioritize self-care and self-development are more likely to experience happiness, health, and fulfillment. Drawing from Ayurveda, a scientifically proven holistic health system, Vanessa's teachings focus on daily choices that restore our natural state of balance and help us maintain vitality.



Rave Reviews



"Vanessa's course helped me discover areas missing in my business growth that were right in front of me. I came away with a fresh look at my business. Fired up and ready to go! If you want to transform your business and create new pathways to grow, I highly recommend learning from Vanessa."

—Anne Duffy, RDH

*"For the speaker/consultant who is ready to clearly define **WHERE** they are going and **HOW** they are going to get there while also knowing the ways to streamline and make their business easier and more profitable, Vanessa is your guide!"*

—Katrina Sanders, RDH, BSDH, M.Ed, RF

"If you have a dream of becoming a dental speaker, it is not as easy as writing a course and putting together objectives. No one knows dental speaking better than Vanessa! A huge shout out to Vanessa Emerson for an outstanding learning experience!"

— Dr. MJ Hanlon

PRESENTATIONS *(Partial Listing)*

- ADA's Council on Dental Meetings *(multiple)*
- Academy of Dental Management Consultants *(multiple)*
- Chicago Midwinter
- Connecticut State - Charter Oak Dental Meeting
- Dental Festival *(multiple)*
- Expansion Experience *(multiple)*
- International Association of Dental Specialists
- JUMPSTART Annual Conferences *(multiple)*
- OSAP Annual Session Consultants Preconference
- Prosperident Annual Meeting *(multiple)*
- Self-sponsored 1 & 2 day speaker development workshops *(dozens)*
- Side Gigs Summit
- Speaking/Consulting Network *(multiple)*
- WEvolution Annual Conferences *(multiple)*

"Today I began implementation of my marketing plan. Vanessa's program gave me all the tools I needed (including motivation) to stop thinking about and start "just doing" what is necessary to get our business to the next level. 'Thank you, Vanessa' will be true on Tuesday!!"

—Dr. Kim Harms

"I have attended Vanessa's seminar on how to become a dental speaker. She is on top of the game and has, without a doubt, one of the best marketing brains I have ever come across. I value her ideas and advice. She has certainly helped bring my speaking to the next level."

—Dr. Bruce Christopher