



# Where to Find the Money in Public Speaking

Let's break one industry down really far! Remember every one of these groups has an association.

**Health Care**

- nurses
- nurse managers
- personal support workers
- administrators
- social workers
- kinesiologists
- physiotherapists
- occupational therapists
- doctors (all specialties)
- family physicians
- health care assistants
- nurse scheduling and support workers
- audiologists
- radiologists
- personal care
- rehabilitation consultants
- Pharmaceutical**
- sales
- leaders
- C-suite
- customer events

ASSOCIATIONS	
Local	✕
State/Provincial	\$
Regional	\$\$
National	\$\$\$
International	\$\$\$

CORPORATE	
National Meetings	\$\$\$
Customer Events	\$\$
Regional Meetings	\$\$
Local Meetings	\$

- Topic Specific Conferences**
- Safety
  - Innovation
  - Health/Wellness
  - Womens
  - Technology
  - Meetings Industry
  - Travel

**Direct Selling**

- corporate conferences
- downline events

**Non Profit**  
*(don't let the name fool you)*

- volunteer events
- fundraisers

**Government**

- front line
- leaders
- meeting planners (SGMP)

**Speakers Bureaus (IASB)**

**Education**

- teachers
- principals
- teachers aids
- superintendents
- education administrators

**Construction**

**Hospitality**

- hotels
- restaurants
- tourism boards
- destination management

**Automotive**

- dealerships
- aftermarket
- owners
- manufacturing

**Technology**

- users groups
- corporate conferences

**Financial Services**

- Banking
- Credit Unions
- Finance
- Real Estate
- Insurance
- Mortgage Brokers
- Wealth Advisors

**Retail**

- sales
- leaders managers
- owners

**Luxury Travel**

- owners
- operators

**Franchise**

- Transportation**
- Agriculture**
- Utilities**

**MY TOP 3 MARKETS**

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