

# 15 Tips to Maximize Your Speaking Presentation

Pat Rafferty of **Androvett Legal Media & Marketing** offers some tips to maximize your experience and develop business before, during and after a presentation at a conference or other event.

The article is divided into three sections, with the “Before” section discussing such topics as CLE approval, credibility and expertise, checking the guest list and getting the word out.

Other topics under the “During” and “After” headings include expanding your network, interactivity, making a lasting impression, using a personal touch, repurposing the content, and more.

**Read the article.**