



To all SMCS Speakers:

### Introduction

Wow, thank you! Let me first say, I need to communicate our gratitude for the response we received to our call-to-arms. I was very selective with those we asked to participate. The goal was to only include individuals with integrity, charisma, and a clear demonstrated desire to bring value to our industry. It was my wish to showcase that goal to prospective attendees with a simple list of names. Twenty-five out of the 26 people we asked are participating. I'm still geekin' out about it. This is such a great group ranging from long time industry veterans to promising new leaders, from carpet cleaning to pressure washing and from window cleaning to maid services. The gathering of tribes is clearly and cleanly focused on the cleaning community.

We are focused on making the attendees the hero of this story and are working towards a long-term game plan of establishing a meritocracy. We are not interested in using this event to feed our bottom line, attempt an industry coup, or create a new political body. As such, the typical tidal forces which influence established conventions do not apply here. Future speakers, vendors, and event plans (returning or otherwise) will be driven based on the feedback from past attendees. Our last Symposium was a local event here in Washington State but had the same goals. Bring value to the 25 companies which attended.

That's not to say we are purely altruistic, so let me be clear about our agenda. As a trade-show vendor we have always done well bringing in new leads. However, the current pandemic has changed the game. We can no longer wait for the associations and event coordinators to get good at digital. In short, ServiceMonster needs a booth. If we don't host the event ourselves, it may be several years before we get a decent booth. The only conflict of interest we must point out is; as a ServiceMonster show, no other CRMs will be represented.

### The Mechanics

What attendees want, and what they say they want, are not always in alignment. We feel the largest missing piece from almost all other virtual shows is a strong, live, social aspect. Attendees are starved for social interaction with industry leaders and peers. To promote live social interaction, the Symposium will not be recorded. Attendees will NOT be able to view playbacks of the event or lectures at a later date.



# The ServiceMonster Cleaning Symposium 2020

## The Schedule

(Subject to change)

THURSDAY DECEMBER 10, 2020						
2:00	3:00	4:00	5:00	6:00	7:00	8:00
Social / Vendor Booths / Coaching				10- MAIN STAGE	Aftershow	
10-2.1	10-3.1	10-4.1	10-5.1			
10-2.2	10-3.2	10-4.2	10-5.2			
FRIDAY DECEMBER 11, 2020						
2:00	3:00	4:00	5:00	6:00	7:00	8:00
Social / Vendor Booths / Coaching				11- MAIN STAGE	Aftershow	
11-2.1	11-3.1	11-4.1	11-5.1			
11-2.2	11-3.2	11-4.2	11-5.2			
SATURDAY DECEMBER 12, 2020						
8:00	9:00	10:00	11:00	12:00		
Social / Vendor Booths / Coaching				12- MAIN STAGE		
12-8.1	12-9.1	12-10.1	12-11.1			
12-8.2	12-9.2	12-10.2	12-11.2			

The schedule outlines five main room types. Lecture rooms, vendor rooms (booths), coaching rooms, social rooms, and the main stage. Lecture rooms (white time slots) are for speakers and discussion panels. Coaching rooms will contain a room moderator (coach) and will facilitate public professional conversations focused on helping one business at a time. Social rooms will contain no vendor or marketing promotions and will provide access to conversation areas during and after the show. The main stage will host the keynote, a ServiceMonster webinar, and closing ceremonies. Vendor booths will be hosted by the vendor.

### Notes on Lectures

- We will be auto assigning speakers to lecture slots after all speakers have completed the online form. You will be notified as soon as this is complete. If you are assigned a time or day that you absolutely cannot make, let us know as soon as possible so we can find someone for you to trade with.
- We will not restrict your content. I always thought it was silly to monitor the content of speakers. Your experience is what makes you worth listening to. That experience happens in context. This was one of the reasons we have focused on your integrity.



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- Think creatively about your camera frame. ServiceMonster will be changing camera angles and backgrounds throughout the show. The standard talking head at a desk is the default. Anything that you can do to break the spell of 'virtual', would be welcomed.
- We will randomly assign a vendor to sponsor and introduce your lecture. They will be permitted to pitch a few sentences before your introduction.

### Before the Lecture

The event platform we are using has a great mobile (and desktop) social component. Joe and ServiceMonster will be doing lots of behind the scenes and personal content, not found on other platforms. Attendees will be able to participate after they receive a ticket. As an expert, this is an excellent opportunity to further build your own audience, if you have some time to engage.

### Lecture Room Screen Image

Please prepare a static image to display before the introduction which focuses on your topic and contact information.

### Timing

Lectures are scheduled for one hour. We can expect to start the introduction T:05 sharp (five minutes after the scheduled time). The introduction should be under 2 minutes. To showcase the live social focus, Lecturers should allow for 10 to 15 minutes of Q&A.

### Moderator(s)

The use of a partner or team as a moderating body can help get questions queued or directly answered. This allows the Lecturer to focus on the presentation until the Q&A portion of the program.

If an attendee has a question (handled by the moderator) that would make for a good general subject, the moderator could queue both the question and the attendee's audio/video, so they can ask the question to the Lecturer directly.

If you do not have a moderator, perhaps you could partner up with one of the other Lecturers.

### After the Lecture

The Lecture room you speak in MAY be reused for each event. Be sure to have a "home base" with a vendor or one of the ServiceMonster social or coaching rooms. Let people know where they can find you hanging out!

### Panels

We will be conducting 3 discussion panels. The details can be found below. **If you would like to participate in a panel, please let us know as soon as possible.**

### Panel Details

*(Subject to change)*



## Panel #1: Cleaning During a Pandemic

### Panel Questions

#### Value Proposition

The COVID panel's goal will be to educate and inform cleaners about the concerns, opportunities, and pitfalls that a business should be thinking about during the pandemic. **We will NOT be talking about politics or policy.** Please speak to the science, business, and engineering as it relates to the stated goal.

Joe Kowalski will be the moderator for this panel. Please be prepared to answer the following questions. If your expertise lends itself to a specific question, please let ServiceMonster know well ahead of the event.

1. *What are some of the concerns and precautions that cleaning businesses should take, for themselves and their employees, related to cleaning in a space where COVID has been known to have been?*
2. *Many commercial clients are asking for a written COVID policy. What should this look like and what concerns should business owners be addressing in communication with their clients?*
3. *As cleanliness becomes a global focus, what services can cleaners offer to help the effort?*
4. *There is no shortage of opportunists entering our industry. Some of them are already facing legal action for their improper practices. What are some of the legal issues that owners should avoid?*
5. *What internal policies should an owner consider for the health and safety of their employees and clients?*
6. *How can a business prepare itself for the next pandemic?*



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### Panel #2: Social Media Marketing

#### Panel Questions

##### **Value Proposition**

While social media is over a decade old, many service business owners are still confused and skeptical of using social media to attract leads and communicate with clients. Many who attempt to leverage platforms like Facebook and Instagram are simply creating stock ads. This panel will be dedicated to offering advice and examples of campaigns that work.

A moderator for this panel has not been selected yet. Please be prepared to answer the following questions. If your expertise lends itself to a specific question, please let ServiceMonster know well ahead of the event.

1. *Which platforms should we be paying attention to?*
2. *What are some examples of successful strategies that owners can start working on today?*
3. *What should they be posting? How do they create the content they need for attention?*
4. *How should negative engagement, from prospects or even competitors, be dealt with?*
5. *What topics should owners be cautious to stay away from?*
6. *How much time does all this take from the business?*

### Panel #3: Operations

#### Panel Questions

##### **Value Proposition**

Over 50% of the industry is still identified as single owner operators or Mom and Pop shops. This panel will address some of the growth hacks focused on the internal operations and procedures within the business to help build company culture and ensure accountability needed for growth.

A moderator for this panel has not been selected yet. Please be prepared to answer the following questions. If your expertise lends itself to a specific question, please let ServiceMonster know well ahead of the event.

1. *What would you identify as the single most important focal point in the operation of a cleaning company, to establish a good foundation for growth?*
2. *What are some of the most common inefficiencies that can be most easily addressed?*
3. *What role does introspection play in the identification and implementation of good operation practices?*
4. *What are some good tools an owner can deploy to help create and maintain a smooth operation?*
5. *Many owners have tried to establish more formal operating procedures only to have them fizzle out. What can they do to help ensure companywide adoption?*
6. *What are some tips owners can use to ensure that operating procedures are being followed and/or updated when required?*



## The ServiceMonster Cleaning Symposium 2020

### Closing

Again, thank you so much for your commitment to help make this Symposium an amazing event. If you have any questions or suggestions, please reach out.

If you have not yet completed your speaker form, [please go here and complete that](#).

Cheers,

Joe