



HI-VIZ LEADERSHIP

SMPS Missouri Valley Regional Conference



HUTTON

OBJECTIVES

GENERATE IDEAS
INTERACT & SHARE



ROADMAP

1. THE CONCEPT
 2. THE CASE STUDY
-



The background consists of several overlapping geometric shapes in shades of blue and orange. A central light blue shape is framed by a thin orange border. The text 'THE CONCEPT' is centered within this frame in white, uppercase letters.

THE CONCEPT

What is Leadership Visibility?

Objectives:

- Increase connections with target customers
- Increase brand awareness
- Shape perception of your brand

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- Increase connections with target customers
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By: Positioning company leaders as trusted advisors in spaces where prospective clients are already in a consideration mindset.

What is Leadership Visibility?

- The company's leaders
- Seen as trusted advisors (experts)
- By prospective clients
- In a consideration mindset

GO BEYOND THE MIXER

Channels for Leadership Visibility

Owned content

- Blog
- Social
- Email
- Webinars
- Owned events

Earned content

- Publications
- Conferences
- Podcasts
- Community engagement

Paid content

- Advertorials
- Key organizations
- Awards

SHARE YOUR EXAMPLES

Level Up

- Tune company leaders into each other's visibility efforts
- Ask company leaders to amplify others' visibility
- Bonus points when *clients* share the leader's content

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THE CASE STUDY

Where All Great Stories Begin: Google

Veterinary Doctors

Animal Boarding

Vet Clinic Owners

Vet Clinic Design

Physical Therapists

PT Clinics

PT Clinic Owners

PT Clinic Design

Dentists

Dental Practices

Practice Owners

Dental Office Design

Where All Great Stories Begin: Google

Veterinary Doctors

Animal Boarding

Vet Clinic Owners

Vet Clinic Design

The screenshot displays the Fetch DVM 360° Conference website. The navigation bar includes links for LOCATIONS, EDUCATION, WHY ATTEND?, FAQs, EXHIBITORS, and a REGISTER button. The main content area features five event listings, each with a 'Register Now' button:

- CHARLOTTE**: April 22-24, 2022
- Indianapolis**: June 24-25, 2022
- KANSAS CITY**: August 26-28, 2022
- ATLANTIC CITY**: October 10-12, 2022
- SAN DIEGO**: December 2-4, 2022

The website also features logos for 'fetch dvm 360° CONFERENCE' and 'DIRECTIONS IN Veterinary Medicine presented by fetch'.

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Do We Have a Story to Tell?



Establish Goals & Objectives

- At least one new client
- My personal goal: A line of people waiting to talk to Hutton design-builders

Make the Pitch

- Research past topics
- Research audience
- Have a flexible topic and/or a variety of topics ready
- Call the organizer, engage in open dialogue
- Believe in your expertise and value

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Your expertise + their content needs

Make the Pitch

Result: Not just one session, but two!

AGENDA

August 27-30, 2021

This agenda was updated on 7/16/2021.

All sessions are scheduled in Central Daylight Time (CDT).

*Agenda subject to change.

🕒 Viewing in Central Time

[Clear All Filters](#)

August 27, 2021



Thinking of Building? A Case Study of Lessons Learned

Hospital Design

9:15 AM-10:15 AM CT



What Is Design-Build & Why Is It Better?

Hospital Design

10:45 AM-11:45 AM CT

Planning & Content

Gift: TWO breakout sessions

Challenge: TWO breakout sessions worth of content

- PowerPoints
- Abstracts
- CVs & headshots
- Forms, forms and more forms

Planning & Content

- Planning calls with clients and Hutton team
- Content for PowerPoints
- Rehearsals
- Travel arrangements
- On-site coordination

One Organization, Multiple Opportunities



One Organization, Multiple Opportunities



One Organization, Multiple Opportunities

ACVC dvm360 felab

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☰ Benefits of design-build for creating the hospital of your dreams

September 15, 2021
Julia Burke, Assistant Editor
dvm360, dvm360 October 2021, Volume 52, Issue 10



Three of the most common project delivery methods explained, plus why choosing design-build is the way to go.



dvm360

Take a multimodal approach to **dermatologic & behavioral considerations**



Watch Now

Latest News

- New veterinary hospital on the Galapagos Islands offers services at no cost to clients
- Galaxy Vets introduces the 24-hour work week in the fight against burnout
- Morris Animal Foundation is accepting proposals for canine osteosarcoma research

One Organization, Multiple Opportunities

Second
OPINION

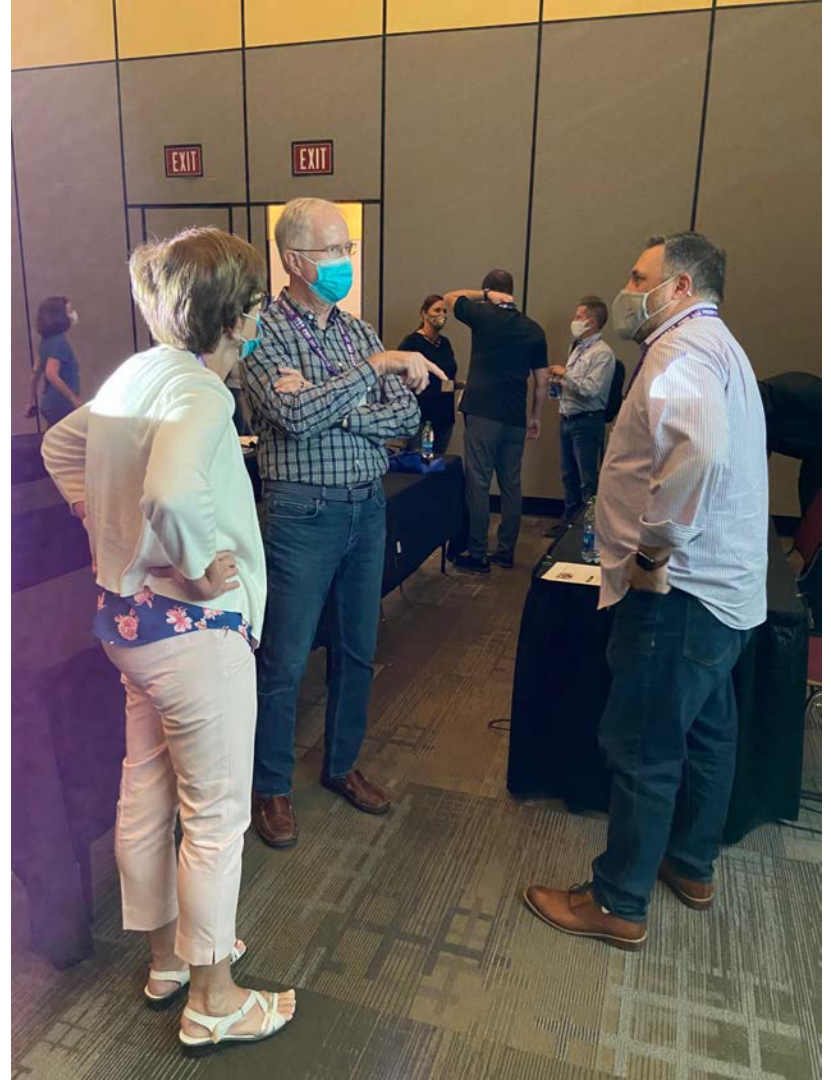


Outcomes

ONE NEW CLIENT!

+We were invited back

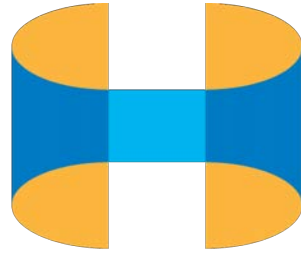
+Content for our owned channels



SHARE YOUR EXAMPLES

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QUESTIONS?



HUTTON

huttonbuilds.com

