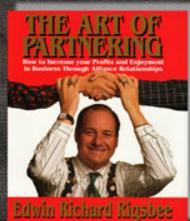
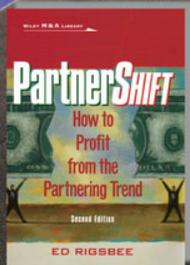
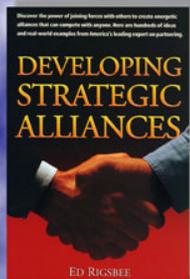


Strategic Alliances Simplified



ED RIGSBEE, CSP

Ed Rigsbee Simplifies Strategic Alliances...

Strategic Alliances are no longer *just* for Fortune 500 Companies. Today, alliances help companies of all shapes and sizes.

Simplifying Strategic Alliances Traditional Keynote

Ed removes the mystery. You need and want to develop strategic alliances—your organization's future depends on it. But, where do you find partners? How do you successfully structure and implement your alliance? How do you keep your alliance alive, healthy and thriving? Learn from a national expert on strategic alliance relationships. These, and many more, are the questions that Ed Rigsbee answers in his keynote. Ed's style is engaging yet challenging, he drills down to the core of relationship issues—he makes people think, laugh, and sometimes even cry. While Ed is no plain-wrap speaker, meeting stakeholders can be assured that he will deliver the goods!

The “Let’s Get Alliances Right” Untraditional Talk Show

Professional meeting planners across North America are trading the mundane, in meetings, for the exciting—meeting attendees demand it. Give your next meeting some unusual excitement; give your attendees Ed Rigsbee. He's witty, engaging and willing to challenge conventional wisdom. He's got all the elements necessary for an interactive late night ***Let's Get Alliances Right*** talk show that will rock the house.

Incorporating the “late-night” style show format, your meeting will jump with excitement. Ed hosts your leadership and/or alliance star performers—traditional *panelists* become guests. The live show amps their adrenalin, resulting in *no more lackluster*, but rather an exhilarating exchange. Attendees feel like they are in Hollywood. Commercial breaks can even be inserted to honor meeting sponsors—everyone wins.

- Your program committee may select the show guests.
- Use your existing general session platform. A city lights backdrop, desk and leather chairs can be rented from local production houses.
- Ed coordinates with each guest via conference calls and one-on-one phone interviews to focus in on the value each guest wants to convey. Additionally, he coaches your guests on tactics to be more creative and lively in conveying their ideas.

Ed Rigsbee is a strategic alliance consultant, author and lecturer. In addition to over 1,000 published articles, he has authored three business books: *PartnerShift - The Art of Partnering - Developing Strategic Alliances*. He has received the *Certified Speaking Professional* accreditation from the National Speakers Association. He helps corporations and non-profit organizations (primarily trade associations and professional societies) to understand, implement and nurture strategic alliance relationships.

