



KEVIN BROWN
AUTHOR AND KEYNOTE SPEAKER

MEETING PLANNING GUIDE

Presentation Delivery

- Kevin is available if you would like a pre-call one month prior to your event.
- Kevin dresses in business attire unless otherwise directed.
- Kevin arrives at the meeting room one hour prior to his speaking time.
- Client needs to provide the following:
 - Room wired for sound/audio
 - Wireless Lavalier Microphone
 - One bottle of water on a small table at the back of the stage
- Kevin does not use a PowerPoint presentation and he does not require any of the following:
 - An AV check
 - LCD projector
 - Podium
 - Internet connection
- Kevin recommends his book, *The Hero Effect*[®], for all attendees and offers discounted volume pricing. He is happy to sign books on site.
- Kevin can provide a static slide for Client, if needed.
- Photographs are permitted and all copies are to be provided to Kevin Brown Enterprises.
- Video recording is not permitted without prior approval and Client signing Kevin's video release form.
- Please help us make the best impression possible by reading Kevin's introduction exactly as provided.

Travel and Hotel Requirements

- Client agrees to make and prepay for one to two nights hotel accommodations. Kevin requests a non-smoking room with a king size bed. Early arrival or late check out is often required depending on the time of his keynote and flight schedule.
- Kevin typically Ubers to and from hotel/venue unless car service is provided.
- Kevin typically books his own air travel.

Kevin Brown's Key Themes of The Hero Effect[®] Include:

- Being your best when it matters the most.
- Heroes Help People...with NO STRINGS ATTACHED!
- Heroes Create an Epic Experience
- Heroes Take Responsibility
- Heroes Live and Work with Optimism
- Creating a Culture of Heroes at Every Level

Together, these qualities embody **The Hero Effect**[®] Being your best when it matters the most!



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Kevin Brown Biography

Kevin Brown's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking.

He grew up in Muskegon, Michigan where his blue collar roots taught him the value of hard work and determination. With a street-wise aptitude and a never quit attitude, he worked his way from the front lines in business to the executive boardroom.

Kevin understands what drives organizational excellence and customer loyalty. He knows first hand how great brands think, feel and act. He is a branding and culture expert with a career in franchise development that spans 30 years. He spent the past 19 years as part of a leadership team that built a little-known family business into the #1 franchise in their industry with annual revenues exceeding \$2 billion dollars. In 2017 he retired from corporate America to pursue his passion for bringing **The HERO Effect®** message to as many people and organizations as possible.

Kevin is on a mission to help people and organizations embrace a simple philosophy that separates world class organizations and high performance people from everybody else. He is passionate about helping people expand their vision, develop their potential and grow their results. And, as the father of an autistic child he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

As a highly sought-after keynote speaker, Kevin has had the privilege of speaking to a wide variety of organizations including Booz Allen Hamilton, State Farm, Merck, Delta Airlines, ExxonMobil, Nationwide, New York Life, H&R Block, Million Dollar Round Table, Southwest Airlines, PPG Refinish, AIG Financial, Eliassen Group, Cambridge Investment Research, and Financial & Insurance Conference Professionals to name a few.

Kevin entertains, inspires and challenges people to show up every day and make a positive difference at work and in life!

Kevin Brown Introduction

(Please help us to make the best impression possible and read exactly as provided below.)

For nearly twenty years our next speaker helped build a little-known family business into the #1 brand in their industry, with annual revenues reaching TWO BILLION dollars...that's Billion with a "B". Along the way he has learned a thing or two about overcoming adversity, dealing with change and creating a culture that drives organizational excellence and customer loyalty.

He is the author of the best-selling book **The Hero Effect®**.

And, he's here today to share some ideas about how YOU can be your best when it matters most.

Please welcome – Kevin Brown.

To learn more, contact Kevin Brown's Business Manager, Michele Lucia at 214-543-0844 or mlucia@ADLSpeakers.com