



MEETING PLANNING GUIDE

Presentation Delivery

- Kevin custom designs each of his keynotes. For this purpose, he asks every client to complete his questionnaire, no later than one month prior to your event, and he is available for a pre-call two to three weeks prior to your event.
- Kevin arrives at the meeting room one hour prior to his speaking time.
- Kevin's introduction is provided below. Please share this with the emcee and ask the emcee to read the introduction exactly as provided.
- Client needs to provide the following:
 - Room wired for sound/audio
 - Kevin will need a sound check. He brings his own microphone headset (DPA 4488 CORE) which is compatible with Client's provided Shure or Sennheiser belt packs.
 - Kevin does not require an AV check (He does not use a PowerPoint presentation or require an LCD projector, Podium, or Internet connection)
 - One bottle of water
- Kevin dresses in modern business casual attire unless otherwise directed.
- Kevin recommends his book, *Unleashing Your Hero*, for all attendees and offers discounted volume pricing. He is happy to autograph books once on-site.
- Kevin can provide Client with a static slide if Client would like to offer the audience the chance to interact with Kevin following his keynote.
- Photographs are permitted if Client agrees to share electronic copies with Kevin.
- Video recording is not permitted without prior approval and Client signing Kevin's video authorization form.

Travel and Hotel Requirements

- Kevin requests a non-smoking room with a king size bed.
- Client agrees to make and prepay for one or two nights hotel accommodations. Early arrival or late check out is often required depending on the time of his keynote and flight schedule. If only one night is needed, in lieu of the second night, Client may need to secure and prepay for an early check-in and/or late check-out.
- Kevin appreciates two bottles of water in his guest room upon arrival.

Marketing/Promotional Support

- Kevin's approved photos, bio options, and media kit can be found at <https://kevinbrownspeaks.com/media-kit/>
- Kevin's topic descriptions can be found at <https://kevinbrownspeaks.com/speaking/>

Kevin Brown Introductions

The Hero Effect® Keynote

(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 creator of The Hero Effect® and is the best-selling author of *Unleashing Your Hero*.

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

Please welcome – Kevin Brown.