



## VIRTUAL 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 uses a professional broadcast studio for live or prerecorded virtual keynotes.
- If live, Kevin logs in to your event platform 30 minutes before his speaking time.
- Kevin does not use a PowerPoint presentation during his keynote.
- 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:
  - Virtual platform
  - Platform login and instructions one week before the event date
  - A moderator to read Kevin's introduction
  - Your full-color, transparent logo in an EPS or PNG (at least 700px wide or tall) format to be used to brand your video
  - Kevin's signed video release form before the presentation date or delivery of the prerecorded video
- 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.
- 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.

### 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's Introductions

#### The Hero Effect® Keynote

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

**IF NOT ALREADY COMMUNICATED EARLIER:** As a friendly reminder, please do not share any recordings from this webinar publicly.

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.