

# Jeff Gunther: What You Can Expect

In Preparation for your Event, I will:

- Be available to discuss plans for my speech
- Research your organization and industry
- Learn the theme of your meeting and relate my presentation to it
- Learn why your people would want to hear what I have to say
- Develop a specific plan to accomplish your goals in my presentation
- Notify you of my travel itinerary

At your Event, I will:

- Notify you when I arrive onsite or contact you immediately in case of any serious delay
- Be accessible to you from my arrival through departure
- Always be truthful with you
- Be reasonable and considerate with respect to room charges and incidental expenses
- Be in the meeting room for sound check and set-up at least one hour before I speak
- Be dressed appropriately
- Provide a brief written introduction and be available to coach my introducer
- Stay out of the way until it is my turn to speak
- Study your audience and other speakers to align my message with them
- Be in the room and visible to you before my introduction begins
- Graciously adapt to any problems that may arise

During my Presentation, I will:

- Walk on stage and open with energy and purpose
- Engage and interact with your audience
- Present well-researched and profound information
- Use stories and humour liberally
- Relate my points to your organization and people
- Summarize and highlight key points
- Use visual aids where appropriate
- Never use off-colour language or material
- Always treat people with dignity and respect
- Always finish on time

After my Presentation, I will:

- Stay around to briefly answer questions or hear comments
- Checkout and depart with minimal effort to you
- Itemize my expenses and bill you promptly, providing receipts as required
- Be available to you to discuss strategies to leverage the value of my message
- Never disclose sensitive information about your organization

Speaker Requirements: to be discussed

Introduction: appropriate to presentation