

## **Keynote Success Checklist + Timeline**

### **4 Weeks Prior to Event:**

Schedule a pre-speech call with Jennifer Ransaw Smith to:

- Confirm travel + logistics
- Outline expectations of keynote
- Provide detailed overview of the audience and their challenges
- Discuss results of the questionnaire that was provided when the contract was signed

### **2 Weeks Prior to Event:**

- Identify 2-3 people who will be in attendance and can be used during presentation
  - o Provide our team with their headshots and contact information
- Print or order printed copies of handout

### **1 week prior to event:**

- Confirm that handouts have been printed
- Confirm backdrop color
- Confirm time for A/V check
- Confirm who will be introducing Jennifer Ransaw Smith
- Confirm written or video introduction
- Confirm outside contact with cell phone
- Confirm list of VIPs
- Confirm final agenda

### **Post event**

- Post wrap-up call
- Get survey results
- Get testimonial/ recommendation