

What I Will Do For You

A Message From Terry "TJ" Wisner

During Preparation:

- Know what your organization does and why.
- Know your goals and reason for me being there.
- Know the theme of your meeting and how it relates to my presentation.
- Know why it's important that your people hear what I have to say.
- Interface with other presenters whenever possible to coordinate discussion points.
- Agree on logistics and audio visual requirements.

On Location:

- Notify assigned contact person upon arrival.
- Be accessible the entire time I'm on site.
- Be as "low maintenance" as possible.
- Coordinate with the production crew for sound check and to make sure our needs are met.
- Mingle with your audience whenever possible to help align my presentation.
- Be available to meet with special dignitaries or clients if desired.
- Offer any suggestions which might enhance a positive impact for your audience.
- Provide a clear, brief introduction and coaching (if requested) for my introducer.
- Be present and accounted for before my introduction takes place.

As I present:

- Open my speech energetically and purposefully.
- Interact and engage the audience members continuously.
- Allow for questions and comments in a very unique way.
- Never be rude or use off-color material.
- Use stories and anecdotes to engage and entertain the audience.
- Never use the stage as a selling platform for my products or services.
(unless previously agreed upon)
- Deliver actionable information that the audience will relate to.
- Provide a concise and memorable summary of my key points.
- Tie-back and forward to other presentations as appropriate.
- Never make the speech about me...it's always about the audience.

After I present:

- Be available for questions and comments from audience members.
- Be available to meet with executives or special clients as time permits.
- Depart with minimal effort to you.
- Provide any additional expense items with associated receipts.
- Maintain confidentiality towards your organization, its people, processes and products.
- Discuss methods to continue the impact of my presentation.
- Deliver any and all ancillary products, as agreed upon, in a timely fashion.
- Be available for personal calls or emails from audience members or executives.

All in all, my goal is to deliver an exceptionally good presentation for your audience and add overall value to your event.

For more information about TJ Wisner & The CPO Institute please visit: www.byocpo.com