

Scott's Pre-Event Planning: Scott's topics are all related to the impact of technology on the economy and the world, and this means his content changes weekly. This creates a much different flow of events from the time he is hired to the day he hits the stage! The following information will help you better understand how to best work with Scott (and let him work with you) to architect the best experience for your audience.

STEP ONE: Once the contract has been signed, it is important to schedule a one-hour content development call. In this call Scott will ask a series of probing questions that help to collaborate with the meeting planner to architect how to use the time of the keynote. This is a blank canvas process where the collaboration paints the picture of what will be best to help the audience – in content, tone, and feel. Examples of a few of the questions are:

- What would you like included in the recipe of content for the overall keynote?
- What is the vibe you want for the event?
- What is the ratio of talking about today versus future digital content?
- How thought leading vs. practical do you want the content to be?

STEP TWO: Once Scott has all the information on the keynote, he will begin building content right away and will improve and update it with the latest information up until an hour before he presents.

STEP THREE: Scott uses AI engines to help build the graphics and some of the content for his talks, so he can create slide art that is tuned to the industry he is presenting for.

STEP FOUR: Scott can review his slides with the meeting planner a couple of weeks out from the event to assure they meet the goals of the meeting planner for the content to be delivered.

STEP FIVE: Scott researches the industry's current technology status as it relates to the topics he will be discussing. This allows him to not only speak in the industry's knowledge, but it also helps him have industry use cases and examples he can weave into the presentation.

Scott's Pre-Event Options: The following is a list of pre-keynote options that can be met upon request.

- A two-minute marketing video that describes (and hypes) the session. Scott needs to know the format to deliver the video and any required content the meeting planner would like in the video.
 - Interviews with up to three audience members to learn more about the state of the industry and digital topics they are most interested in.
 - Customization of the digital tools Scott uses to interact with the audience. This allows a meeting planner to tap into the results of ideation and research Scott can do with the audience during a keynote.
 - Providing an audience thought primer document. This can be a white paper or thought piece that gets the audience thinking about the concepts Scott will be delivering.
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