



Public Speaking Event Preparations

Checklist

PRE-EVENT

- **Group Insights:** Research the group's interests, demographics, and preferences.
- **Value-Driven Presentation:** Adjust your presentation to provide value.
- **Interview Group Leaders:** Interview group organizers by email to align your message.
- **Personal Goals:** Outline your presentation goals to stay focused.
- **Event Details:** Confirm the event date, time, location, duration, and expected audience size.
- **Equipment Needs:** Confirm if microphones, projectors, screens, etc., will be available.
- **Attendee List:** Request the attendee list, if possible, to connect with participants after the event.
- **Handout Policy:** Clarify the group's policy on handouts and consider providing them.
- **Introduction:** Discuss your preferred introduction with the event organizer.
- **Backup Equipment:** Confirm if there will be any backup equipment in case of technical issues.
- **Requests:** Politely request any necessary adjustments to enhance your presentation.
- **Press Release:** Optional, depending on event.



THE SPEAKING GUILD
FROM INSIGHT TO SPOTLIGHT

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EVENT DAY

- **Camera:** Bring a camera or photographer to capture the event in action.
- **Backup Materials:** Carry copies of your presentation and backup bulbs for your projector.
- **Change of Clothes:** Pack a change of clothes in case of spills or accidents.
- **Dress Professionally:** Choose attire that exudes professionalism and comfort.
- **Written Introduction:** Bring a written personal introduction for the event organizer.
- **Handouts:** Have extras of your handouts.
- **Networking:** Arrive early to network, meet attendees, and learn their names.

POST EVENT

- **Data Entry:** Enter new contacts into your database from the event.
- **Personalized Thank You:** Send handwritten thank-you notes to the organizer.
- **Press Release Follow-Up:** Optional. Issue a press release with a photo from the event.
- **Follow-Up:** Contact those who requested a free consultation or expressed interest.
- **Incentive Fulfillment:** Send any promised special reports or incentives within 24 hours.
- **Mail Follow-Up:** Send a thank-you letter via mail within 5 days of the event.
- **Additional Follow-Up:** Follow up with letters or emails at two weeks and 30 days after.
- **Monthly Follow-Up:** Implement a monthly follow-up email system to stay connected.