



ROB BIESENBACH

MAKE YOUR NEXT PRESENTATION A SURE SUCCESS USE THESE 5 CHECKLISTS TO MANAGE EVERY DETAIL

Giving a speech is about more than planning your content and showing up. It also involves **dozens of critical details** that need to be managed to ensure success.

Big issues like understanding the context of the event and getting a handle on the audience's priorities and needs. And **smaller details** like making sure you get your handouts printed and bringing the right adaptors.

Any of these can easily **make or break your presentation**.

Don't leave anything to chance or rely on faulty memory. Get these five comprehensive checklists to **manage every phase of the speaking process**. Based on the checklists I use, they're designed for speakers of all levels.

You get:

- **CHECKLIST #1: Vet the Opportunity.** 28 questions you need to ask in order to decide whether the opportunity is right for you and how you will price it.
- **CHECKLIST #2: Explore the audience, confirm the logistics.** Once you've booked it, 10 critical questions to help you understand your audience and 5 pieces of information you need to nail down the vital logistics.
- **CHECKLIST #3: Manage the Engagement.** Keep track of all the administrative details, from the initial client call to the final invoice and everything in between. 18 must-do items.
- **CHECKLIST #4: What to Pack.** Don't get caught flat-footed! A list of 18 items you need to pack to ensure you're ready on the day of the event.
- **CHECKLIST #5: What to Do On-site.** Finally, it's showtime! You've got too much on your mind to keep track of every single little detail. This 15-point checklist will help you tick off the little things so you can focus on the big ones.

That's **almost 100 must-do items** that will help you stay on top of the details and put your mind at ease. That way, you can devote your energy to preparing and delivering the best possible presentation.

And the checklists are in Microsoft Word, so you can easily customize them for your needs.

Table of Contents

SPEAKING CHECKLIST #1: Vet the Opportunity	3
SPEAKING CHECKLIST #2: Explore the audience, confirm the logistics.....	4
SPEAKING CHECKLIST #3: Manage the Engagement	5
SPEAKING CHECKLIST #4: What to Pack.....	6
SPEAKING CHECKLIST #5: What to Do On-site	7

SPEAKING CHECKLIST #1: Vet the Opportunity

Everything you need to ask in a phone call in order to decide whether the opportunity is right for you and how you will price it..

✓	TASK	DETAILS
	Basic Details	
	Contact person/email/phone	
	Organization	
	Date of event	
	Time of event	
	Location of event	
	Number of attendees	
	About the Event	
	What is happening at the overall event?	
	What's the normal frequency? Annual? First time ever for this group? Etc.	
	Is there a theme?	
	How does my session fit into the context of the overall event?	
	Will this be a general session for all or a concurrent session/breakout?	
	What comes before and after my session?	
	What do you expect them to get out of this session?	
	What results do you want to get from this session?	
	About the Audience	
	Who are they?	
	What are their job responsibilities?	
	What are their demographics? Senior level or junior? Etc.	
	What challenges/pain points do they face?	
	What are the problems you want me to help resolve?	
	How well do they know each other?	
	About the Budget	
	Do you have a budget in mind?	
	Do you typically bring in outside or professional speakers?	
	If budget sounds like/becomes a major issue:	
	Are there other budget sources to tap, such as for books/materials?	
	Are there sponsors who may want to finance sessions or materials?	
	What else of value can you offer? Publicity? Guest blog? Referrals? Video? Photography? Etc.	
	About the Process	
	Who will be making the decision? You? Your boss? A committee?	
	When do you expect to make the decision?	

SPEAKING CHECKLIST #2: Explore the audience, confirm the logistics

Once you've booked it, what you need to know about the audience in order to develop or tailor your program, plus key logistical issues to be aware of.

✓	TASK	DETAILS
	More About the Audience	
	What do you want them to know?	
	What do you want them to feel? Inspired, recharged, etc.	
	What do you want them to do? Change in behavior, etc.	
	What is the current mood? Energized? Optimistic? Skeptical? Dissatisfied?	
	What is the culture? Open or guarded? Formal or informal? Etc.	
	Are there any "hot button" issues I need to be aware of or avoid?	
	What do you think might be their major objections to this presentation?	
	Where can I get more information? Websites?	
	Is there anyone else you think it would be helpful for me to talk to?	
	Is there anything else I should know that I haven't asked about?	
	More About the Format/Logistics	
	What is the room like? Ballroom? Conference room?	
	What will be the seating? Rounds? Half-rounds? Theater? Fixed? Classroom?	
	Confirm A/V requirements: Projection screen? Microphone? Computer? Etc.	
	How will the audience be dressed? Business? Business casual? Jeans? Etc.	
	Are there other parts of the session that would be helpful or that you'd like me to attend? Lunch? Reception? Etc.	

SPEAKING CHECKLIST #3: Manage the Engagement

Keep track of all the administrative to-dos, from the initial client call to the final invoice and everything in between.

✓	TASK	DETAILS
	Conduct initial call with client to understand scope (see Checklist #1)	
	Send information package/pre-proposal	
	Conduct second call with client to review proposal, answer questions	
	Revise/finalize proposal and budget	
	Upon approval, put together contract/agreement	
	Send first invoice	
	Conduct third call with client on audience/logistics (See Checklist #2)	
	Provide description of talk, bio, and photo for marketing	
	Create content and slides	
	Create handouts	
	Arrange for distribution of materials (handouts, materials, etc.)	
	Provide script for the person who introduces you	
	Final phone call to confirm logistics, tech, etc.	
	Ask for final audience list	
	Post-event, debrief with client	
	Ask for audience evaluation results	
	Ask for testimonial	
	Send final invoice	

SPEAKING CHECKLIST #4: What to Pack

Don't be caught flat-footed! Everything you need to pack to ensure you're ready on the day of the event.

✓	TASK	DETAILS
	Laptop	
	Power cord	
	Connectors/adaptors for projection systems	
	Remote for advancing slides	
	Spare batteries	
	Flash drive with backups	
	Phone	
	Portable charger	
	WiFi hotspot	
	Outline/notes	
	Handouts	
	Business cards	
	Marketing materials	
	Books to sell	
	Square card reader for credit card purchases	
	Change for cash purchases	
	Cough drops	
	"Throat Cote" tea	

SPEAKING CHECKLIST #5: What to Do On-site

Showtime! You've got too much on your mind to remember every single detail. This 15-point checklist will help you tick off the little things so you can focus on the big ones.

✓	TASK	DETAILS
	Reboot computer	
	Silence computer and phone alerts	
	Plug into projection system and test	
	Test any videos in presentation	
	Connect remote	
	Connect to WiFi	
	Hook up and test lavalier/microphone	
	Set up square reader	
	Set out outline/notes	
	Distribute handouts	
	Set up flip chart	
	Remove nametag	
	Place water at podium	
	What was unexpected and how will you account for it?	
	Breathe!	

READY TO TAKE YOUR PRESENTATIONS TO THE NEXT LEVEL?

Staying on top the details is important, but it all starts with captivating content and powerful delivery technique. If you want to **jump-start your presentation skills**, I can help you:

- Focus your message
- Structure your content
- Improve your delivery technique
- Rethink your PowerPoint
- Or tackle any other issue you're struggling with.

Schedule a **1-hour online consulting session** and you can draw on my 25 years of experience crafting and delivering effective presentations. You'll come away with a **simple action plan** to put you on the path to becoming an even more skilled, confident presenter.

Investment: \$500

To schedule your session, email me: rob@robbiesenbach.com

Who Am I Again? I'm Rob Biesenbach!



Through workshops, consulting, and books, I help my clients cut through the clutter and communicate more effectively so they can achieve their business goals — whether it's to close a sale, rally a team, sway a skeptic or advance their career.

I'm a former vice president at Ogilvy PR who has helped hundreds of CEOs and senior executives craft and deliver speeches to audiences including customers, shareholders, and employees. As a professional speaker I've delivered keynotes and training to organizations including AARP, Allstate, American Cancer Society, Big Brothers Big Sisters, Deloitte Touche, Georgetown University and Lockheed Martin, among others.

I'm also the author of two books on communications, including *11 Deadly Presentation Sins: A Path to Redemption for Public Speakers*.