



Fred Schafer

STRIKING BACK AT MEDIOCRITY

Perform Better. Live Stronger. Dream Bigger

13 Steps to Amazing Presentations



by Fred Schafer

Please use the list below as a check off sheet to helping me help you and your organization to experience the absolute best that I have to offer. My objective is for my presentation(s) to be one of the best, if not the best, you and your organization have ever experienced. To do so, I need your help on the following items. I try to be super easy to work with. Some of the following are *merely suggestions*, but they are based on my experience in presenting at hundreds of conferences nationwide. Thanks for your help!

- 1) ___ Please try to schedule me for a 60 minute opening general/keynote session, preferably early to mid-morning or early afternoon. If you do, I will ignite your conference with electricity that stays with your attendees throughout the conference. If possible, please be sure that I am able to start on time as scheduled and give me a FULL 60 minutes.
- 2) ___ Please have a clip on wireless microphone available for me. THIS IS AN ABSOLUTE MUST!!! I am very active when I speak, and stationary microphones are not well matched for my style.
- 3) Please have me on some sort of a stage or riser, (Unless the audience is small, say under 50) with a small table on the stage for a few props.
- 4) ___ Please schedule my break out sessions (If applicable) for AFTER my keynote/general session if at all possible. After my keynote, attendees are usually anxious to learn more.
- 5) ___ Please have a skirted table set up in the keynote room off to the side near the stage. I put hand outs and other information for participants on it.
- 6) ___ Please try to have bright lights directed onto the stage. In fact, please try to have the room as bright as possible. Bright rooms are far more energetic!



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- 7) ___ Please leave me lots of space to roam on the stage. Thanks!!!
- 8) ___ Please, no filming or audio taping of my presentations without my written, prior consent. I am happy to be filmed, but just like to know ahead of time
- 9) ___ Please try to use my session descriptions in your marketing materials, brochures, conference booklets, etc. I have spent much time studying the wording to capture people's interest and build anticipation. I can quickly e-mail you any session info you need.
- 10) ___ I will provide you with a short and easy to read introduction.
- 11) ___ Please have any hand outs that I may have forwarded available in the meeting room in which I am scheduled to speak.
- 12) ___ Please have a screen and LCD projector set up for the "Thoroughbred's Don't eat Twinkies" break out session.
- 13) ___ Please have a Stage or small riser for the "Help Your Body Win" or "Miracle Moves" break out sessions. I demonstrate various exercises in these sessions, and participants have difficulty seeing me without this.

Thank you for your help with the above. Again, I try to be extremely easy to work with, and have found that by addressing these items beforehand, every ones job is much easier and the quality of the presentations and conference are enhanced. Thanks again!

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