

This schedule outlines a step-by-step process, increasing the level of performance of every speaker, from keynote speakers to breakout session presenters – building their skills and boosting their confidence.

16 – 14 Weeks Prior	<b>Planning for Success</b> <ul style="list-style-type: none"><li>• Understand event purpose, theme and desired results</li><li>• Develop project agenda and schedule</li><li>• Identify key stakeholder/speakers to be interviewed</li></ul>
12 Weeks Prior	<b>Communications</b> <ul style="list-style-type: none"><li>• Communications to speakers, announcing resources to support upcoming presentation</li><li>• Interviews with key stakeholders/speakers</li><li>• Optional: Speakers complete the Professionally Speaking Assessment Tool</li></ul>
8 Weeks Prior	<b>Establishing a Foundation of Knowledge</b> <ul style="list-style-type: none"><li>• Presentation to all speakers on developing and delivering an effective and engaging presentation or panel discussion</li><li>• Live, virtual presentation that is recorded and provided to the client</li></ul>
7 – 5 Weeks Prior	<b>Content Development</b> <ul style="list-style-type: none"><li>• Complete the proprietary C.O.D.E.™ process for content development</li><li>• Finalize content and develop media</li></ul>
4 – 3 Weeks Prior	<b>Coaching</b> <ul style="list-style-type: none"><li>• One-on-one coaching to finalize content</li><li>• Focus on speaking with confidence, credibility and conviction</li></ul>
2 – 1 Weeks Prior	<b>Pre-Site Rehearsals</b> <ul style="list-style-type: none"><li>• Rehearsals with each presenter or team of presenters</li><li>• Refine content and graphics</li><li>• Focus on speaking with confidence, credibility and conviction</li></ul>
<b>EVENT</b>	<b>On-Site Rehearsals</b> <ul style="list-style-type: none"><li>• Tour the staging area to become acquainted with speaking environment</li><li>• Off-line rehearsal in Speaker-Ready Room to finalize delivery and boost confidence</li><li>• Tech Rehearsals to understand logistics and finesse delivery</li></ul>
<b>Post-Event</b>	<b>Speaker Notes</b> <ul style="list-style-type: none"><li>• Following the presentation(s), speakers may receive written feedback identifying strengths and weaknesses, and providing action for improvement</li><li>• Optional: 15-20-minute session with speakers to review their performance and discuss steps for continuous improvement</li></ul>