

BILL HOGG: PASSION & PROFITS SPEAKING EXPERIENCE

Bill's **Passion & Profits** Speaking Package gives you a greater return on your investment and is included in every speaking fee. His goal is to deliver a program that is;

1. Relevant
2. Insightful
3. Actionable

SPEAKING INVESTMENT

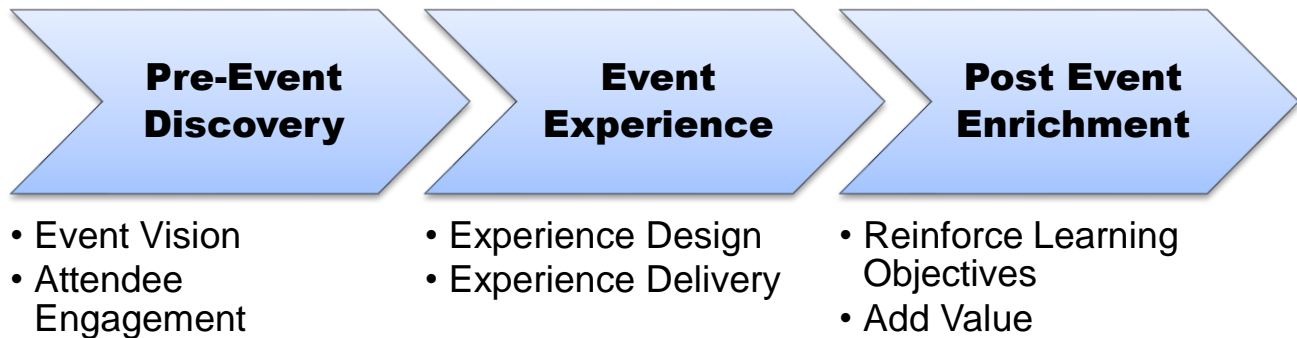
Each fee includes all customization, phone interviews and time to prepare a memorable and actionable program.

PLUS, you can use Bill for the day! Get two speakers for the price of one. In addition to a keynote (opening or closing), Bill can offer the following;

- Supplementary breakout session that dives down into concepts introduced in keynote
- Emcee the event
- Kitchen table session wrap-ups | Facilitated Panel discussion
- Engaging interview of senior leadership

You can create a customized package to determine how I can add the most value!

EXPERIENCE OVERVIEW



DISCOVERY/PRE EVENT:

Bill's goal is to have your people say, "Wow! He just seemed to "get us" - it is like he worked with us?"

Event Vision: Purpose/Learning Objectives/Desired Outcomes

- Executive interview: senior leader responsible for overall organizational delivery
- Comprehensive "Energizing Your Audience Mindset" event preparation questionnaire
- Senior Leadership/Participant Interviews: 3-5 leaders about the issues and opportunities in the organization
- Company research to understand your issues and opportunities

Pre-Event Attendee Engagement

- Offer Relevant article/whitepaper for distribution to attendee in advance
- Video greeting for use by meeting planner in promotional material
- Share other videos or resources i.e. white papers they might like to share with the audience.
- Bio, headshots, social media links, etc. for promotional efforts

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EVENT EXPERIENCE:

If logistically possible, Bill will arrive in time the night before to attend any dinner/reception. This can include high performer/senior leadership dinners.

Bill prides himself on being easy to work with. When he is on-site, he is ready to pitch in and help any way he can to add value. Just ask.

Experience Design

- Bill will create a custom hand-out for attendees (client to print) that makes note taking easier and learning more concrete
- Use quotes from people I interviewed as part of presentation
- Note the conference hashtag on slide deck to make it easy for the audience to tweet with you.

Experience Delivery

- Be rock star awesome on the platform. Be interactive, humorous
- Bill likes to sit in on your meeting before he speaks and meet as many participants as he can. He will often “call back” to items discussed previously to reinforce the overall message/theme of the meeting.
- Carefully crafted introduction to set up the specific program being delivered (Laminated/card stock)
- Encourage the audience to take photos and share them with you.
- Encourage people to tweet, and share your content while you are speaking and provide the conference hashtag for attendees.
- Offer to put all attendees on monthly article series -- have them provide business card write on back

POST EVENT ENRICHMENT:

Bill wants his message to be "**memorable & actionable**" long after he leaves the stage and empowers his clients who want to maximize their long term return on investment.

Reinforce Learning Objectives

- PDF of any slides used will be made available for participants.
- Audio/video recording rights to my presentation. You hired me to deliver an amazing customized experience for your participants. It would be a shame for them to hear it only once! You have the rights to record my program so attendees can to hear it again. A master copy is to be provided to me for my promotional use as well.
- Follow-up Q&A Video Conference. Participants have the opportunity to engage again with Bill 30 days after the session to discuss progress and roadblocks.

Add Value

- Ongoing Thought Leadership
 - Offer article/whitepaper that is relevant
 - Access to Bill's full library of articles and whitepapers for use in your organizational newsletters.
 - Direct access by all participants to the monthly article series via BH&A Leadership News (Offer to put all attendees on monthly article series)