



## VIRTUAL MEETING PLANNING GUIDE

### Presentation Delivery

- Kevin custom designs each of his keynotes. For this purpose, he requires every client to complete a questionnaire and is available for a pre-call one month prior to your event.
- Kevin uses a professional broadcast studio for live or prerecorded virtual keynotes.
- Kevin logs in to your event platform 30 minutes before his speaking time.
- Kevin does not use a PowerPoint presentation during his keynote.
- Client needs to provide the following:
  - Virtual platform
  - Platform login and instructions one week before the event date
  - A moderator to read Kevin's introduction and facilitate questions (Q&A is not recommended)
  - Completed pre-event questionnaire two days before the prep-call
  - Your full-color, transparent logo in an EPS or PNG (at least 700px wide or tall) format to be used to brand your video
  - Kevin's video release form signed before the presentation date or delivery of the prerecorded video
- Kevin dresses in modern business casual attire unless otherwise directed.
- Kevin recommends his book, *Unleashing Your Hero*, for all attendees and offers discounted volume pricing.
- Kevin can provide Client with a static slide if Client would like to offer the audience the chance to interact with Kevin following his keynote.

### Kevin Brown Introduction –

**(Please help us to make the best impression possible and read exactly as provided below.)**

For nearly twenty years our next speaker helped build a little-known family business into the #1 brand in their industry, with annual revenues reaching TWO BILLION dollars... that's Billion with a "B". Along the way he has learned a thing or two about overcoming adversity, dealing with change, and creating a culture that drives organizational excellence and customer loyalty.

He is the creator and best-selling author of **The Hero Effect**®. His second book, *Unleashing Your Hero*, was recently released by HarperCollins Leadership.

And he's here today to share some ideas about how YOU can be your best when it matters the most.

Please welcome – Kevin Brown.

## Two Keynote Topics

### **The Hero Effect® - Being Your Best When It Matters the Most** (Leadership version also available)

Kevin's signature keynote themes include:

- Heroes **Help** people...with NO STRINGS ATTACHED!
- Heroes create an **Extraordinary Experience** for the people they serve
- Heroes take **Responsibility** for their attitude, actions, and results
- Heroes see life through the lens of **Optimism**

### **Unleashing Your Hero – Rise Above Any Challenge, Expand Your Impact and Be the Hero the World Needs**

In this prequel to *The Hero Effect®*, Kevin shares real-life stories of how his heroes are people just like you. Now more than ever, the world needs heroes who can rise above life's challenges and deliver hope in the midst of life's most challenging moments. Those who are willing to harness the powers of resilience, creativity, and accountability to deliver world-class results to the people they serve and serve with.

## Kevin Brown's Biography

Kevin Brown's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. He grew up in Muskegon, Michigan where his blue-collar roots taught him the value of hard work and determination. With a streetwise aptitude and a never quit attitude, he worked his way from the front lines in business to the executive boardroom.

Kevin understands what drives organizational excellence and customer loyalty. He knows first-hand how great brands think, feel and act. He is a branding and culture expert with a 30+ year career in franchise development. He spent the last 20 years of his corporate career as part of a leadership team that built a little-known family business into the #1 franchise in their industry with annual revenues exceeding \$2 billion dollars. Since 2016, he has traveled the world pursuing a mission to share **The HERO Effect®** message with as many people and organizations as possible.

**The HERO Effect®** is a simple philosophy that separates world-class organizations and high-performance people from everybody else. Kevin is passionate about helping people expand their vision, develop their potential, and grow their results. And, as the father of a child with autism he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

As a highly sought-after keynote speaker, Kevin has had the privilege of speaking to a wide variety of organizations including American Express, Delta Airlines, PayPal, ExxonMobil, Nationwide, H&R Block, Sprint, Ernst & Young, Million Dollar Round Table, Merck, Booz Allen Hamilton, and many more.

Kevin is the bestselling author of *The Hero Effect®* (2017/2019). In his second book, *Unleashing Your Hero* (Harper Collins Leadership/Nov 2021), Kevin shares how the heroes who transformed his life are people just like you. People who were willing to use their gifts and abilities to serve others at a high level. This book is a guide to help everyday people discover and unleash their hero at work and in life.

Kevin has received numerous honors, including being named one of the 'Top 10 Keynote Speakers of 2021' by SpeakInc; one of the 'Top 41 Motivational Speakers Who Can Energize Any Sales Team' by ResourcefulSelling; among the 'Top Customer Service Speakers' by Eagles Talent Speakers Bureau; one of the 'Best Keynote Speakers of 2019' by NorthStar Meetings Group; and an elite and in-demand 'Gold Star Speaker' by GDA Speakers.

Kevin entertains, inspires, and challenges people to show up every day and make a positive difference at work and in life!

To learn more, contact Kevin Brown's Business Manager, Michele Lucia at 214-543-0844 or [mlucia@ADLSpeakers.com](mailto:mlucia@ADLSpeakers.com)