

Tips for a Successful Event

After making hundreds of presentations, Kristen has learned a few tips about coordinating a successful event. We hope these recommendations help ensure your event exceeds expectations!



✓ Review and share Kristen's AV/Technical and Presentation Requirements document

→ Kristen created this document to ensure you and she both have everything needed to create a rockstar attendee experience! Please be sure to share this document with your tech contact person.

✓ Complete the Pre-Event Questionnaire

→ In addition to Kristen's own research about your event and organization, your insight will help her tailor and customize her content at a more intimate level.

✓ When promoting your event:

- Offer and publicize that you will be providing free door prizes
- Promote that Kristen will be giving away books in her presentation and will be staying afterwards for a book signing
- Promote that you will be providing refreshment snacks (if applicable)

✓ When coordinating your event:

- Unless Kristen is the opening speaker, try to schedule a break just before her presentation.
- If you plan to take photos or video of Kristen during her presentation, ensure lighting is sufficient. You'll likely need to consider extra stage lighting.
- Schedule a reception for your attendees with Kristen after her presentation. These are great for book signings, meet and greets, etc.

✓ Within 30-60 minutes of event kick-off:

- Ensure Kristen meets the person who will be introducing her, and this person has her introduction.
- If you are taking videos or photos, introduce Kristen to the videographer/photographer. They will need to know that Kristen is very active on stage. She does not stand behind the lectern or in one place on stage. She'll be walking around on stage as well as amongst the audience.

✓ During the event:

- Enjoy the show! 😊
- If you have an event hashtag, visit the hashtag often to "like," "retweet" and make posts of your own to lead audience engagement.

✓ Following the event:

- Send an evaluation to your attendees within 24-48 hours.
- Collect feedback about your event. Share that feedback with Kristen when available.
- If you have contacts for other organizations that Kristen's presentation would be an ideal fit for, please let her know. Referrals are always appreciated!

For questions, please call/text (916) 572-8587 or email
kristenmiller@withheartproject.com.

We look forward to working with you!

Thank you!