



How Roy Sheppard
makes event managers
look BRILLIANT

Every time

Working with Event Managers

'RISKY' OR 'SAFE'? INNOVATIVE OR SAME OLD SAME OLD?

Roy has worked with countless event managers and **fully** understands the time and budget pressures you work under. And how you need to be seen to demonstrate tangible and measurable ROI (return on investment) to your external or internal clients. You want to be innovative and deliver something different, even spectacular for your delegates, but what if it doesn't work?!

At the earliest stages of your next event or conference get in touch with

Roy to 'pick his brain' at no cost. He has decades of experience working on large and small events, helping his clients clarify their objectives and delivering improved results. For a sensible fee. And he's NOT a Prima Donna!

"If Roy is involved in a project you just know that the client, the presenters and the audience are all in the safest pair of hands around."

Ian Johnston, conference producer



In case you've not heard of him yet

These are random phrases taken from comments by his event, conference, convention and congress clients:

*Fantastic job, it was **so good to work with an assertive, hands-on, friendly team member**, your outstanding contribution, focused and entertaining stewardship, great appreciation for your contribution, a huge thank you, **'a real find' (!)**, the proceedings on stage were **in safe hands**, enjoyed working with you, and learning from you, **particularly impressed with the 'homework'** that you had obviously done, excellent feedback, greatly appreciated by our senior managers, you brought a new focus, much more dynamic, As always, **your contribution made an enormous difference**, lively personality, **energetic humour and charismatic styling**, perfect balance, brought out the best in people, well-versed in business matters, **particularly quick** to pick up new ideas, You have been a major player in exceeding our client's expectations, totally professional, **legendary as a one-take wonder!**, high level of flexibility, professionalism and humour, an excellent job.*

*His professionalism and sense of humour contributed significantly to the success of the meeting, **without you it would have been near to impossible to accomplish what we did** in the time that was available to us, **understanding of people** and flexibility throughout our time in Berlin made, not only my life much easier, but the **end result outstanding**. Many many thanks for **a superb job**, feedback from the participants has been **extraordinarily positive** and is due to a large extent to Roy Sheppard who was very visible throughout the three day event, **amazed at his ability**, I can unreservedly recommend Roy Sheppard for any event (large or small), your **enthusiasm and wit** contributed enormously, **lively and interesting**, thank you for the thought and energy that you put into the interviews leading up to the event and for the help and confidence you gave our 'interviewees', an immense amount of preparation, **I can't quite thank you enough for what you did on our behalf**.*

*I was very impressed by your commitment, **our confidence in you, was well rewarded**, well-informed, credible and **extremely professional**, you consistently demonstrated your ability to work as an integrated member of the team, event feedback has been **fantastic**, you managed to strike the right balance between Facilitator and Honest Joe, Everyone was impressed how much you had grasped about the DNA of our company, I hope you had as much fun as we all did, **I'm still bathing in the glory**, it was **without question, the most successful event of its type that we have produced to date**. The overall **feedback was phenomenal on all counts**, We exceeded all expectations, added a level of professionalism very rarely seen at events of this nature, your presence was key to making this such a successful event, thank you for your professionalism and co-operation in making this event the success. **Thank God we chose you!** In pure delivery **you were, as I had heard, outstanding - in front of over 40,000 professionals, and the compliments that we have received I pass to you,***

Taken from **hundreds** of high-level testimonials available at **www.RoySpeaks.com**

Different Ways Roy Helps You to Look BRILLIANT

AS A SPECIALIST MODERATOR AND MC

- With a forensic knowledge of the client's event objectives and business challenges, Roy routinely astonishes audiences with his depth of knowledge and his insightful, relevant questions.
- Perfect for any conference where dynamic, unscripted elements are necessary. His clients trust him implicitly. This is why he is re-booked time and again by clients such as BAT, BT and HP.
- And for those times when you don't want or need an expensive celebrity.
- Trained as a hypnotherapist and advanced communication skills in 1994. This gives him a remarkable and unique ability to understand what motivates people so he can deliver an outstanding result.
- He consistently improves audience understanding and engagement, lifting the event to a new level.

THREE CONFERENCES FOR THE OLYMPICS

- In 2010 he was the guest of the Beijing metropolitan government when he moderated his third World Summit for the Olympic movement. This was conducted in English, French and Mandarin.
- In 2011 he moderated the same event held in Rio de Janeiro. English and Portuguese.
- When the IOC (International Olympic Committee) held their inaugural global conference for cities preparing to bid for the Olympic games, Roy was hired to moderate extended, live and unscripted discussions with panellists including Sebastian Coe of London 2012, Dimitry Chernyshenko of Sochi 2014 and Carlos Nuzman of Rio 2016.



MODERATING THE WORLD SUMMIT IN BEIJING

AS A BUSINESS/MOTIVATIONAL SPEAKER

Members of ICCA (The International Congress and Conventions Association) have possibly seen it all. At their 2011 convention in Leipzig, Germany Roy's keynote presentation "Meet Greet and Prosper" was rated 100% 'Excellent or good'.

Clients who book Roy to moderate their conference are also given the opportunity for Roy to deliver this talk at no extra charge. This means that you get a free world-class keynote presentation for 'free'!

For more information about how this talk could transform the effectiveness of your next meeting, see next page for more details.

"Roy Sheppard breaks more ice than the Russian fishing fleet."
delegate feedback

OTHER SPEAKING TOPICS

- Reputation Management
- Living an Upbeat Life in a Downbeat World
- Present with Impact
- Emotional Core for Business
- In-house business development seminar "How to Attract More Quality Clients Discreetly - without Selling" - based on his best-selling book "Rapid Result Referrals"
- Thinking Outside the Box. Creative Thinking in Business.

More information on these talks can be found at www.RoySpeaks.com

EXECUTIVE PRESENTATION COACHING

- Regularly teaches senior executives how to clarify their messages, present with more impact, engagement and relevance.
- To listen to a 13 minute extract from a live unscripted Q&A with a group of some of Europe's top orthopaedic surgeons visit: www.RoySpeaks.com/ZimmerShort.mp3

VIDEO INTERVIEWER

Roy is a highly experienced interviewer. If you are ever shooting video interviews, he will get the best out of your interviewees.

What Roy Promises His Clients

He will:

- do everything in his power to add significant value to you and your organisation through his involvement in your conference or event.
- do everything to ensure that client executives feel comfortable and are very happy with his level of knowledge about their business and what all stakeholders are looking to achieve.
- do whatever it takes to fully understand the business objectives and be a part of the solution in delivering them.
- make you and your colleagues look BRILLIANT to your end-client.
- make himself available (subject to diary availability) for client briefings on the phone or in person.
- endeavour to be flexible, and open to last minute changes. (Significant changes that affect contractual obligations are excluded).
- through appropriate interaction, he will involve your audience so they feel engaged and part of the proceedings, rather than mere bystanders.
- respect members of your audience and your colleagues at all times. not use inappropriate or disrespectful humour.
- not engage in 'hardsell' promotion of his own products and services to your people.
- customise his presentations to fit the specific needs of your audience. To do so requires research interviews with members of your staff or members of your organisation. This is included as part of his role.

- on-site, he is there for your benefit, not his. He will make himself available to you at any time in order to deliver a better result. And at no extra charge.
- make himself available to audience members before and after his presentations. He does not 'rush off' after his sessions (unless there is a 'last flight to catch' that has been mutually agreed as the only option!)
- when asked, he will help speakers, panelists and other contributors present themselves more professionally and with greater impact.
- you will not be charged any 'hidden extras'.
- once fees are agreed, the 'meter is not ticking'.
- your booking includes 100 complimentary copies of his book "Meet Greet & Prosper". Additional copies can be purchased at wholesale prices.
- his fee is sometimes open to negotiation depending on the circumstances. An example; for a 'tour' of corporate roadshows, his fee can be adjusted.
- if the scope of the project changes, any additional charges will be discussed and agreed beforehand.
- all dealings with his office will be professional, courteous and timely.
- be easy to work with.
- make you and your colleagues look BRILLIANT to the audience. by making a point of thanking the event manager and team members by name from the stage at the end of a successful event!



Meet Greet & Prosper

The more senior the audience, the more they tend to rave about this keynote presentation “Meet Greet & Prosper”.

Every conference or event where networking is a vital ingredient will benefit from this presentation.

A fun, entertaining, interactive session, it teaches delegates how to network more effectively at your event.

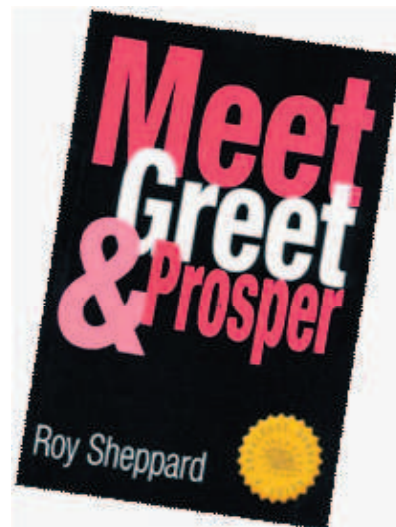
It is guaranteed to create a ‘buzz’. Roy’s style is interactive, inspiring, respectful and humorous. The talk is a mix of memorable stories, strategies, gentle encouragement as well as practical tips and ideas that even experienced ‘networkers’ find useful.

Every delegate also meets at least six, like-minded, high-calibre people during each session.

100 free copies of the pocketbook “Meet Greet & Prosper” are included in Roy’s fee. Additional copies can be purchased at wholesale prices.

Booked to speak at a series of networking events, the organiser (Business Link Hampshire) reported that nearly 2,000 senior business people showed up to hear Roy speak on this topic. 480 of those attendees wrote testimonials which can be viewed at www.RoySpeaks.com.

Scanning through them, you will gain an accurate overall impression of how knowledgeable, relevant and entertaining Roy is as a speaker on this topic.



CASE STUDIES

Roy was booked to moderate a number of complex discussions at a European ‘Quality Management’ conference in Rome. He offered to give this “meet Greet & Prosper” talk the night before the conference was due to start. 193 senior delegates decided to attend. The following morning 240 delegates attended the opening session. 40 of those arrived that morning. Therefore almost every single senior delegate had chosen to learn how to be more effective at building relationships at that conference.

Roy was booked by the UK’s Institute of Directors to speak at their headquarters in London’s Pall Mall. The organisers were shocked to discover that instead of the 60-70 directors they were expecting to attend - 340 busy, professional, experienced and senior executives found the time to attend. It was a hugely successful evening.



MODERATING AT THE ICC, BIRMINGHAM, UK

- COMMUNICATION CONSULTANT
- CONFERENCE MODERATOR
- MC/COMPERE
- RELATIONSHIP & MOTIVATIONAL SPEAKER
- VIDEO INTERVIEWER
- TRAINER

Thinking about planning an event, conference or training day? Call Roy at the outset to discuss how he can help you look BRILLIANT.

Please direct your colleagues to www.RoySpeaks.com for them to check him out too.

"Roy is the cheapest insurance I have."

Scott Harris, former VP Global Business Development at ICSC, International Council of Shopping Centers, New York

Croft House, Clapton
Midsomer Norton
Bath BA3 4EB. UK
Tel: 01761 414676
Mobile: 07768 876771
www.RoySpeaks.com
Roy@RoySpeaks.com

Agent:
www.ShoutManagement.com
Chloe Cunningham
Tel: 01225 290883
Mobile: 07976786489
Info@RoySpeaks.com

or
Maria Franzoni
Maria@MariaFranzoni.com
Tel: 01483 459084