

Speaking with Intention: A Guide to SUCCESS

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Explore the power of purposeful speaking to amplify your events and experiences. Learn how to move hearts and minds through effective communication.



My Journey of Discovery

1

Overcoming Failure

Writing a book on failing forward and learning from mistakes.

2

Speaking Breakthrough

Reaching semifinals in the Great American Speakoff.

3

Finding Purpose

Realizing the gift of speaking and helping others find their voice.





The Power of Your Voice: The Secret Sauce.

1

Personal Transformation

Discover how using your voice with confidence can change your life.

2

Professional Impact

Learn to communicate vision effectively in events and experiences.

3

Community Influence

Understand how your voice can shape and transform communities. Understand what you are creating has impact that lasts BEYOND your events.



The Voice Behind Every Experience

Event Planners

Transform communities through meaningful and memorable events.

Experiential Vendors

Create immersive brand activations that resonate and grow your brand.

Community Initiatives

Coordinate efforts that bring people together and make a difference.

A Voice of Experience

1

Fox Big Noon Kickoff

Current emcee for college football season.

2

National Championships

Emcee for major sporting events.

3

College World Series

Jumbotron guy for nearly a decade.

4

Heisman House Tour

Emceed then Staffed the Event for several years.





Know Who Your Customer Is.

Identify Target Audience

Focus on brands, not just marketing agencies.

Start Small, Grow Big

From staffing 6 people to over 100 at major events.

Overcome Challenges

Navigate obstacles like extreme weather conditions.

Three Critical Aspects of Your Voice

Personal Voice

Communicate with confidence and clarity as a leader.



Internal Team Communication

Ensure alignment, collaboration, and shared purpose.

External Engagement

Create meaningful connections through storytelling and intention.



#1 Owning Your Leadership Voice

1

Articulate Vision

Paint a compelling picture of your ideas.

2

Inspire Confidence

Speak with certainty to gain trust.

3

Lead with Conviction

Let your passion create momentum and action.

Leaders: Your Voice, Your Power.

Think about the last time you pitched an idea. Were you just relaying information? Or were you **painting a vision**? Were you speaking with certainty? Or did you hesitate, unsure if your voice carried weight?

Here's the truth: **If you don't believe in your voice, no one else will.**

Leaders who move hearts and minds speak **with clarity of purpose**. They know **why** they are speaking, and every word reinforces that mission. **CONFIDENCE IS CONTAGIOUS.**

Say it with your chest.

Your voice is not just about **what** you say, but how you say it. Passion creates momentum. Momentum creates action. **And action is what builds unforgettable experiences.**

Land the plane! (I'll explain)

#2 The Power of Alignment in Teams

1

Clear Expectations

Set unambiguous goals and objectives.

2

Shared Mission

Ensure everyone understands the bigger picture.

3

Valued Voices

Create space for all team members to contribute.





Effective Internal Communication

Clarity Over Assumption

Encourage open dialogue to prevent misunderstandings.

Questions Over Ego

Foster an environment where asking questions is valued.

Solutions Over Complaints

Focus on finding resolutions rather than dwelling on problems.

#3. Engaging Your City and Customers



The Art of Showing, Not Telling

Paint a Picture

Use vivid descriptions to bring your vision to life.

Create Excitement

Generate enthusiasm through compelling narratives.

Foster Belonging

Make people feel part of the event's story.

Most Important tool of using your voice: **LISTENING.**

Listen to Your City

Understand community needs and desires.



Listen to Coworkers

Value input from team members at all levels.

Listen in Meetings

Pay attention to details and different perspectives.

The Power of Feedback

1

Ask for Input

Create opportunities for clients and community to share thoughts.

2

Analyze Responses

Carefully consider the feedback received.

3

Take Action

Implement changes based on valuable insights.



Building Your Community Database

Mailing Lists

Collect email addresses at events for future communication.

Text Messaging

Offer SMS updates for immediate engagement.

Feedback Forms

Use tools like Jotform to gather community input.

Effective Communication for Vendors

Persistence Pays Off

Keep reaching out, even when faced with silence.

Offer Value Upfront

Make compelling proposals to earn business quickly.

Follow Up Creatively

Use video messages to stand out in follow-ups.

SPECIAL DEAL

Limited time offer!

*term and conditions apply

Embracing AI in Event Planning

Idea Generation

Use AI tools like ChatGPT for brainstorming.

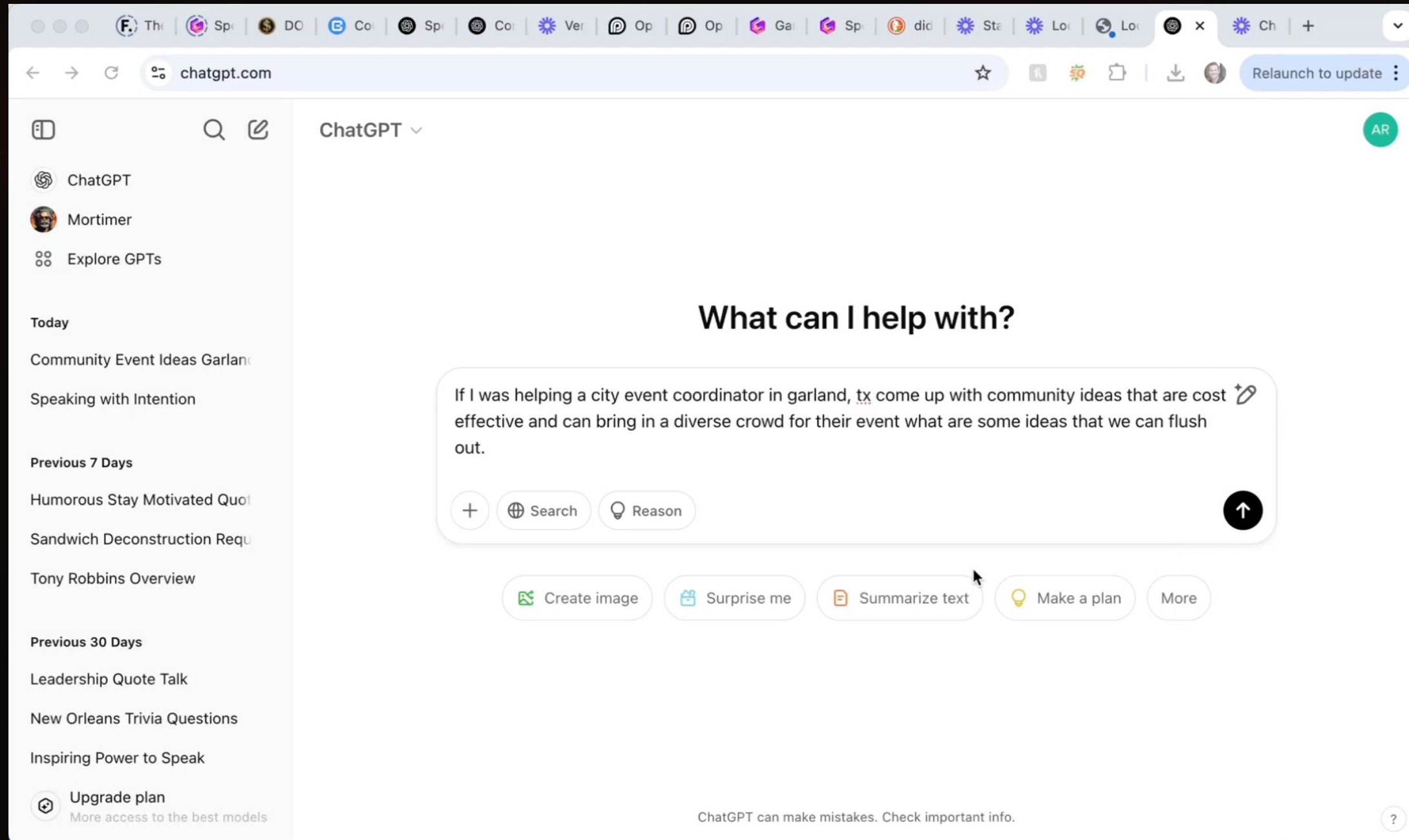
Efficiency Boost

Streamline planning processes with AI assistance.

Human Touch

Combine AI insights with personal expertise for best results.

Rule 76, No excuses, plan like a Champion.



The Voice That Moves a Community



From Planning to Experience Creation

1

Vision

Develop a clear, inspiring concept for your event.

2

Communication

Articulate your ideas effectively to all.

3

Execution

Bring your vision to life through meticulous planning and teamwork.



Leveraging Social Media for Event Success



Instagram

Share visual stories and behind-the-scenes content.



Twitter/X

Engage in real-time conversations and updates.



Facebook

Build community and promote events to wider audiences.



TikTok

Great for younger demographic community and staff.

The Power of Storytelling in Events - Your RECAP MATTERS

Engage Emotions

Create narratives that resonate with your audience.



Build Connections

Use stories to forge stronger community bonds.

Leave Lasting Impressions

Craft memorable experiences through compelling storytelling.



Crafting Your Unique Voice

Identify Your Strengths

Recognize what makes your communication style unique.

Practice Regularly

Hone your skills through consistent speaking opportunities.

Seek Feedback

Continuously improve based on constructive criticism.

Adapting Your Voice to Different Platforms

In-Person Events

Use body language and tone to enhance your message.

Virtual Presentations

Engage audiences through dynamic visuals and interaction.

Written Communication

Craft clear, concise messages that resonate.

Building Confidence in Your Voice

Know Your Material

Thorough preparation builds confidence.

Practice Regularly

Repetition improves delivery and reduces anxiety.

Embrace Authenticity

Let your true personality shine through.





Your Voice, Your Legacy

1 Inspire Change

Use your voice to make a positive impact in your community.

2 Create Memories

Craft experiences that people will cherish for years to come.

3 Leave a Mark

Build a legacy through the power of your authentic voice.



Reach out to me!

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