

WORKING WITH OWEN

Owen is highly accommodating. That said, here are some guidelines for optimizing the event with Owen:

ROOM SETUP

- ❖ Can you send Owen the preferred room setup in advance? While comfortable with all types of room setups, his preference is theatre or classroom style. If circular tables are used, please reduce the number of chairs per table to make sure all seats are facing the stage.
- ❖ Please minimize the number of empty seats in the room as much as possible. Try to encourage the group to sit next to each other and as close to the stage as possible. This has a surprisingly strong impact on the audience's experience.
- ❖ A wide room setup is preferable to a long room setup. The use of a stage is optimal, especially with large presentations.
- ❖ If there is a podium, please do whatever you can to move it to the side of the stage or off the stage, as Owen doesn't use it. If it is too heavy, Owen will use his superhuman strength to move it.*
**Owen doesn't actually have superhuman strength, so he will work around it.*

AV REQUIREMENTS

- ❖ Owen uses a MacBook Pro with an HDMI connector.
- ❖ Owen uses a PowerPoint presentation with a 16:9 aspect ratio.
- ❖ Wireless lavalier microphone OR headset microphone. (a handheld microphone at the ready for an audience Q&A would also be helpful).
- ❖ A/V Projector and screen.
- ❖ Owen will inform you if he intends to use video in his presentation. If so, he will need the audio-out connection from his Mac Book Pro to be connected to your system.
- ❖ Some form of monitor to keep Owen informed of the timing throughout his presentation. He's great with timing, but he can talk for hours on this, so best to keep him clued in.

PHOTO / VIDEO

- ❖ Owen welcomes professional photographers to the event and grants permission to use the photographs. He also requests copies for him to use in his own marketing materials. He also asks that they get his good side. If you find it, please let him know.
- ❖ Owen may also bring his own photographer to the event to take shots throughout the presentation. This will be discussed ahead of time in the contract.
- ❖ Recording the keynote on video may be permitted, but this will be agreed upon first in the contract. Usually, Owen is fine with short clips being used for your promotional purposes, but he will always require a full copy of the video to use for his own promotional purposes.

Please note, as mentioned, Owen is very flexible (*mentally, not physically*). These are guidelines, so if any of these are not possible / super hard to do... just let us know, and we will find a workaround.

HOW OWEN WORKS

- ❖ Owen has an accent. Technically, so does everyone else, but his accent is Irish, which means that he sometimes will say the word 'but' in a weird way. Be warned.
- ❖ Owen is known for the customization of his presentations. He is super curious and welcomes as much context as possible about the size of the audience, their backgrounds, their roles and responsibilities, and, most importantly, what their goals and challenges are in relation to the topic.
- ❖ If there are other speakers before and after Owen, he will want to know what was covered, as he likes to connect his presentation to the rest of the event.
- ❖ Over twenty-five years, his work across 30+ countries has meant that Owen has plenty of experience in handling when things outside of his control don't go according to plan. He's also Irish, and they believe in Murphy's law. (whatever can go wrong will go wrong).
- ❖ Owen is pretty down to earth. While actually an introvert, Owen loves to answer questions and, subject to his schedule, is very happy to hang out after the event and answer any questions audience members might have. Warning... when talking about the brain and behavioral science, he is VERY passionate and sometimes can sound like a nerd.
- ❖ When presenting, Owen often uses PowerPoint, but if that's not the vibe of your event and you prefer him to talk without slides, he's very happy to do that too.
- ❖ Owen moves quite a bit during his presentations. Owen does a lot of Virtual Keynotes as well. Don't worry, though. He doesn't move during those.
- ❖ What Owen has found that works really well with many of his audiences is follow-up training programs and licensing content on the specific topics he speaks about. If you want more information, ask him about them. Also any other questions about working with Owen, please reach out and ask.

For more information, email: sandra@owenfitzpatrick.com