Details for getting the most out of a speech featuring Scott McKain

Technical:

1. Scott uses a MacBook Pro (USB-C ports only) laptop running Keynote software. He has his own computer and will be prepared for either HDMI or VGA connections. Because of special fonts and other aspects embedded in his slides, Scott MUST use HIS computer for his presentation. He will carry a safety copy with him.

2. Scott uses videos in his presentations — and, because of the copyright restrictions placed upon us and contractual agreements we entered into in order to use these interviews with globally recognizable celebrities that no other speaker has -- we cannot allow the presentation to be duplicated onto other computers or USB drives.

3. Scott needs a wireless lavalier microphone. To be specific, a clip-on lapel (lavalier) microphone -- NOT a headset. A wired microphone, a handheld microphone or a podium microphone restricts his staging and movement and is not acceptable.

4. Scott's laptop is controlled by a remote control that he brings with him (Perfect Cue®). It usually works best to have it on a cocktail table so it can also work as a confidence monitor.

5. Alas, Scott can't present his laptop to you the night before for setup and safekeeping, nor can he surrender it you the day of the event. It stays in his possession—all his work is there… However, Scott is more than willing to work with your team on a tech check, preferably thirty minutes before he goes on stage. Our experience over literally thousands of presentations is that Scott's technical/sound check will take less than fifteen minutes; usually not more than five.

Suggested Intro:

Our speaker today is the author of a book named by thirty major newspapers as one of the "ten best business books" of the year. He is a globally respected authority on how to serve customers more remarkably -- and sell products and services more uniquely.

By the time our speaker was 21, he had met with the President of the United States in the Oval Office and the Chairman of GM in Detroit. This experience fostered a fascination with leadership and management that continues to this day. Other experiences have been diverse and extraordinary, as well:

- He played the villain in a film named by esteemed critic, Roger Ebert, as one of the 50 "great movies" in the history of the cinema.
- He has been quoted in the New York Times and Wall St. Journal, has been featured in USA Today and has appeared multiple times on FOX News Channel
- He is the author of three Amazon.com #1 business bestsellers.
- He has been honored with induction into the "Professional Speakers Hall of Fame."
- He is one of only 24 members of the "Sales and Marketing Hall of Fame."
- He has appeared on platforms in all 50 states and 17 countries...from Mexico to Morocco...from Singapore to Sweden...from the White House with the President in the audience...to here with us today.

Please welcome... Scott McKain!