



# HOW TO FASCINATE

DISCOVER YOURSELF THROUGH  
THE SCIENCE OF FASCINATION

## CHECKLIST / TIMELINE

### **CLIENT CHECKLIST IN PREPARATION FOR KEYNOTE WITH SALLY HOGSHEAD**

#### **4 weeks prior to event:**

- Send instructions to attendees to take the Fascination Advantage® Assessment
- Schedule and attend pre-speech call with Sally
- Schedule a post-speech call with Sally

#### **2 weeks prior to event:**

- Send Assessment reminder email to attendees
- Choose and provide headshots of 2 or 3 people who will be in the audience, and have taken the Assessment for Sally to highlight during her presentation
- Print or order printed copies of the handouts for the attendees

#### **1 week prior to event:**

- Send final Assessment reminder email to attendees
- Confirm handouts have been printed
- Confirm headshots and names of 2-3 attendees to be highlighted have been received
- Confirm backdrop color
- Confirm time for A/V check
- Confirm who will be introducing Sally
- Confirm video and written introduction
- Confirm onsite contact person and cell phone number
- Confirm list of VIPs
- Confirm final meeting agenda

#### **Post event:**

- Attend scheduled post-speech call with Sally

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