



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

FREQUENTLY ASKED QUESTIONS ABOUT A SALLY HOGSHEAD KEYNOTE

Q) Does Sally need her laptop on stage?

A) Sally DOES need her laptop on stage because that allows her to deliver the client all the awesome custom data and analytics during her speech. The laptop can be hooked up in advance and left up there in a discreet spot, then placed on table or podium when she goes onstage. She needs to be able to see the screen on her laptop.

Q) What type of computer does Sally use?

A) MacBook Air

Q) What type of computer hookup does Sally need?

A) Sally travels with an AV kit which contains all that she needs for connecting to your AV setup.

2 x VGA

2 x HDMI

2 x DVI

3 x Sandisk Thumb Drives 8GB

3 x Kensington 4GB Clickers - see picture for preferred choice

1 x Ethernet to USB

1 x Thunderbolt to Gig Ethernet

Q) Does Sally need an internet connection on stage?

A) No

Q) Can I have a link to Sally's video intro?

A) <http://bit.ly/HogsheadIntro>.

Q) Do you have a welcome video from Sally

A) <http://bit.ly/2kG18Zk> In this brief video, Sally Hogshead personally welcomes you to the Fascinate Program and gives instructions for taking the Assessment. This is a generic version and can be customized with the client logo and Assessment code.

Q) Can the handouts be incorporated into a brochure?

A) The handouts should be available separately, to allow for less distraction and a more engaged audience as they're not flipping through the program. Also, the Archetype Matrix is visually intriguing, and will be sure to engage your audience if it is waiting face-up on their seats. Please also provide Sally with a copy at the podium for her reference.

Q) Do we need to print handouts? Or can they be on the participants iPhone?

A) Each attendee needs to have a physical copy of the handouts at their seat. These are an important part of Sally's keynote and she refers to no less than 10 times during her presentation. The detail in the handout may be too difficult to see on a phone or tablet screen. It is absolutely and without question an integral part of your investment to

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get full value of the experience. Please also provide Sally with a copy at the podium for her reference.

Q) Do we need to print both handouts?

A) If printing of both handouts is an issue, then only the Matrix can be printed. This is the most crucial handout and Sally will refer to it many times during her keynote. Please also provide Sally with a copy at the podium for her reference.

Q) What format is Sally's presentation in?

A) Keynote 16:9

Q) If the Speech venue is local does Sally still need a hotel room?

A) Yes, either for the night before if the event is scheduled for the following morning, or for the night of, following an afternoon or evening Keynote. Regardless of when Sally's keynote is, she needs to be able to return to the hotel room following her presentation for at least 1 hour and will require late check-out.

Q) Charity to donate to?

A) How to Fascinate has a list of charities it supports, but our recommendation may depend on your location or recent world events. Please contact Speaking@howtofascinate.com to receive our current recommended list.

Q) When does Sally like to have the AV check?

A) If the speech is before 9 am ET, it's preferable to have the AV check the night before with a quick check in the morning. If it's later in the day, it can be the day of.

2-Part AV check:

X pm the night before

X am the morning of Keynote to make sure nothing has changed - this is just a quick check

(NOTE: with larger audiences, Sally prefers this 2-part approach)

Q) What High Resolution Logo can we use?

A) The logo is available on the [Event Tools page](#) of Sally's website

Q) Can we see the Analytics or Keynote ahead of time?

A) Unfortunately for Sally to provide a truly unique and customized experience for your audience, she is unable to furnish a copy of her Keynote ahead of time. She is incorporating custom data about your audience and continues to make changes up to the last moment. However, we are happy to provide a copy on a thumb drive at the AV check.

Q) Does Sally ever leave the stage?

A) This is truly an interactive and life changing audience experience and sometimes Sally will leave the stage and interact with the audience. If possible, please have at least two microphone runners (depending on the audience size) available to bring a microphone into the audience for one-on-one personal interaction with Sally.

Q) Can we keep Sally a secret?

A) Unfortunately, not. For Sally to create her customized Keynote, which is driven by the analytics that we pull from the data of the audience, it is necessary for the participants to take the Fascination Advantage® Assessment ahead of time and therefore would be aware who the Keynote speaker is. Our contract asks for 80% participation in taking the Assessment prior to the Keynote.

Q) What are the benefits of Advantage ribbons and what is the cost?

A) The Advantage ribbons: The Primary and Secondary Advantage Name Tag ribbons are a great way to build engagement, start conversation, and build friendship among participants. These colorful ribbons attach to each participant's name tag to identify their Primary and Secondary Advantages from the Fascination Advantage Profile of each person that has taken the Assessment. A \$750 value.

Q) Can you clarify the objective of highlighting a few people in the room?

A) Sally likes to highlight 2 or 3 of the audience members to illustrate how their unique advantages can be used to communicate at their highest and best. She may also go on to talk about how they would work well together, drawing on each of their Advantages or which Archetype would complement theirs. Therefore, it is usually best if it is someone well known within the group. It's a great way for the audience to relate to the system with people that they know well within the organization.

If they are amenable to it, the only thing we will need is their first and last name and a high-resolution photograph of them and confirmation that they've taken the Assessment.

Q) Will Sally participate in a book signing?

A) If travel and time allows, Sally would be happy to sign books for your audience. To make the process easy for your participants and Sally, these guidelines are helpful:

- 1 high-top table for Sally to sit at and sign the books
- 2 fine point black Sharpies (Sally does bring her own)
- A client team member to assist with the signing line
- If this is a "book store" set-up, the client is responsible for managing the payment process. We recommend that books should be purchased via 800CEORead.com and any returns after the event will be coordinated directly with them

Q) Why does Sally need to know the color of the backdrop?

A) When Sally is on stage she doesn't want to blend-in or clash with the backdrop, this is just another example of how we pay attention to all the details to make this a flawless event for you.

Q) Does Sally have any dietary requirements or special requests for lunch?

A) No dietary restrictions. Something light, but whatever is being served would be wonderful.

Q) As Sally's Keynote is over lunch, would she like to be seated at her table prior to her taking the stage?

A) Sally likes to have flexibility before entering the room for all speeches and would prefer not be seated at a table ahead of taking the stage. It's preferable for her to be backstage or off to the side and to take the stage after her video introduction.

Q) What does it mean to have dormant Trust?

A) Don't think of "trust" in the normal sense of the word. Having dormant Trust doesn't mean that you're untrustworthy. Trust is the language of stability. So dormant trust, means that you don't like predictability and depending on your primary Advantage, this may make logical sense.

Your dormant Advantage isn't an Advantage that you don't possess. It's just the Advantage that is the most effortful for you to use. In our jobs and life, we can't always avoid using our dormant – but we need to be aware that it is going to take an extra amount of work to pull off.