

# Big SPEAK

James  
Taylor

KEYNOTE SPEAKER

**“How To**  
**Present, Price & Package**  
**Your Speaking**  
**For Online Events...”**  
***...In A Smart Way.”***

# My Goal...

# If You Stay Until The End...

## Inspirational Keynote Speaker on:

- Unlocking Creativity
- Accelerating Innovation
- Adapting To Change

KEYNOTE SPEAKER

CLICK TO  
WATCH VIDEO

*"James Taylor is more than a great keynote speaker. He's a great partner who truly cares about your business, your goals and your audience."*

-Jessie States, Head of Meeting Innovation,  
Meeting Professionals International



## SELECTED CLIENTS & BRANDS

Here are links to case studies for clients and brands James Taylor has worked with:

[Audit & Accounting Industry](#) (EY, Deloitte, Capgemini, KPMG, Internal Auditors Association, PKF, GGI)  
[Association and Conferences](#) (CX Summit, The Future Is Now, B2BMX, Da Vinci Leadership Symposium)  
[Aerospace Industry](#) (Honeywell, GE)  
[Automotive Industry](#) (Mercedes Benz, BMW, Toyota, Lexus, Renault, Chrysler, Jeep, Volkswagen)  
[Consumer Packaged Goods Industry](#) (Coca Cola, PepsiCo, Reckitt Benckiser, Yanbal, MAC, Al Rabie)  
[Education Industry](#) (Wiley, University of Dundee, Independent Higher Education, M Academy, Yamaha)  
[Energy, Oil & Gas Industry](#) (EDF, Mubadala Petroleum, Cepsa, Siemens)  
[Engineering & Construction Industry](#) (AGC Glass Europe, Raychem RPG)  
[Family Business](#) (Al Futtaim, Family Business Network, Capital Guidance)  
[Financial Services](#) (Barclays, Visa, Credit Suisse, Deutsche Bank, Prodbanco, BNP, RBS, QNB, AEON)  
[Government](#) (Thailand, Colombia, Lebanon, Saudi Arabia, United Arab Emirates, European Union)  
[Healthcare Industry](#) (Medtronic, Dieticians of Canada)  
[Industrial & Manufacturing Industry](#) (BASF, GulfEx, Agropesa, Pofasa)  
[Insurance Industry](#) (Chubb, Axa, Sunlife, FWD Life Insurance, Muang Thai Life Insurance, AG Insurance)  
[Legal Industry](#) (Hogan Lovells, Alliot Group)  
[Pharmaceutical Industry](#) (Nurofen, Durex, Gaviscon)  
[Real Estate Industry](#) (Tridium)  
[Retail Industry](#) (IKEA, McDonalds, Marks & Spencer, Lidl, Corporacion Favorita, Supermaxi, AKI, Sukasa)  
[Technology Industry](#) (Sony, Apple, IBM, RedHat, Infosys, HP, Phillips, Samsung, SAP, Xerox, DELL, Oracle)  
[Telecommunications Industry](#) (Vodafone, VEON, TRUE, KyivStar, Beeline, Jazz, Orange, Banglalink)  
[Transportation Industry](#) (UPS, Marken, Genpact, Tata, Brussels Airport Authority)  
[Travel & Hospitality Industry](#) (NOK Airlines, Dusit Thani, Travel Leaders Network, Ecuador Travel Stores)







## Grow Your Speaking Business And Get Booked To Speak On Stages Around The World

*Hi, I'm James Taylor. I've helped over 20,000 speakers learn the latest strategies and tactics to grow their speaking business faster than they thought possible.*

*Our members include Speaker Hall of Fame inductees, fast-rising professional speakers, and those just getting started on their speaker journey.*

**There are four ways I can help you with your speaking business.  
Which would you like help with?**

**I need help marketing  
my speaking programs**



**I need help finding  
opportunities and  
booking more  
speaking gigs**



**I need help increasing  
my speaking fees and  
backend income**



**I need help developing  
my speaking and  
platform skills**



# Types of Online Events...



## Hybrid events

Host a physical event, and stream it to our platform to maximize content life and year-round engagement.



## Online conferences

Live stream and host on-demand content with survey, assessment, and certification tools to promote learning.



## Virtual trade shows

Add a virtual exhibitor directory, networking spaces, and product demo areas as well as building revenue-generating sponsorship packages.



## Virtual meetings

Create opportunities for attendees to interact with content and network virtually through 1-1 formats and discussion forums.



## Company meetings

Keep global offices connected to company goal-tracking and internal communications efforts with professionally streamed content.



## Continuing education

Create a sophisticated educational experience with complex credit scenarios, flexible attendance monitoring, and multiple credit types.



## Webinars

Engage your audiences with high-impact, interactive webinars with video, sophisticated polling, and tracking.



## Product launches

Launch a powerful moment in time for your audience to connect to new products, share excitement, and provide feedback.





# Done A Lot Of Things Right...

**Done A Lot Of Things**  
**WRONG...**

# **I Discovered This The HARD Way...**

**(You Get To Cheat And Get The Easy Way...)**



# The Hard Way...

- The client experiences paralysis by analysis when it comes to deciding on the technology and format – step #1
- You struggle working with pricing and packaging – step #2
- Finally figure it out (after having wasted too much time and money in the process) – step #3



# The 3 Secrets...

- **Secret #1** – Same Same, But Different...
- **Secret #2** – Don't Sweat The Tech...
- **Secret #3** – Derisking It For Clients (P+P)...



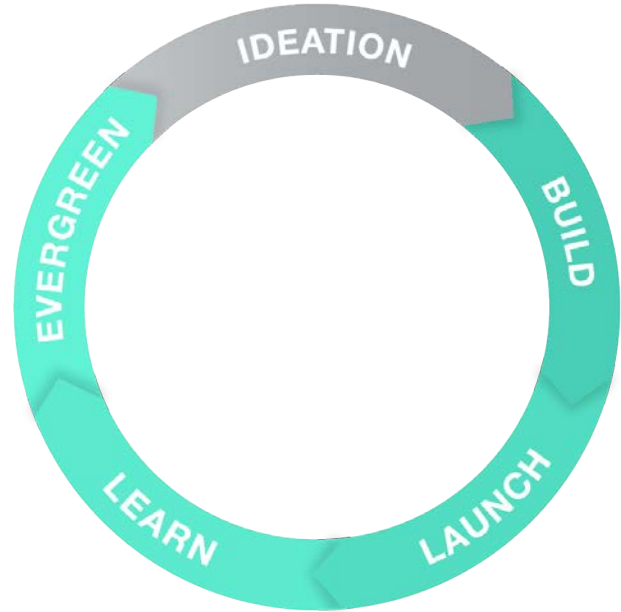
## Secret #1

– Same Same, But Different...



# The 5 Stages...

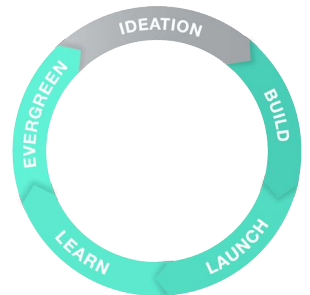
- Stage #1 – Ideation
- Stage #2 – Build
- Stage #3 – Launch
- Stage #4 – Learn
- Stage #5 – Evergreen





# IDEATION

- Why are you doing the event? (objectives)
- What is your event theme?
- What is the hook?
- Who are your stakeholders? (c-suite, HR, attendees, bureau, speakers)
- When will it happen and when is the promotion period?
- What is the format (hybrid, online conference, webinar, etc)?
- Who is the audience (attendee avatar)?
- What are the goals? (registrations, NPS, interactivity)
- Budget





## Secret #2

– Don't Sweat The Tech...



# THE OFFICE



# ON-SCREEN TALENT SETUP (BASIC)

## Basic

- Computer
- Zoom
- Webcam
- Beauty Light Ring or natural light
- Makeup
- Good external microphone
- Earbuds
- Simple backdrop



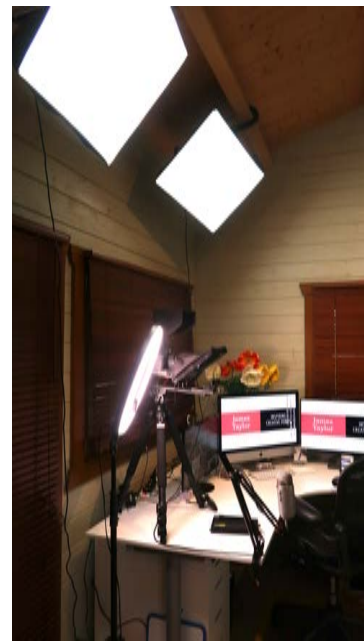


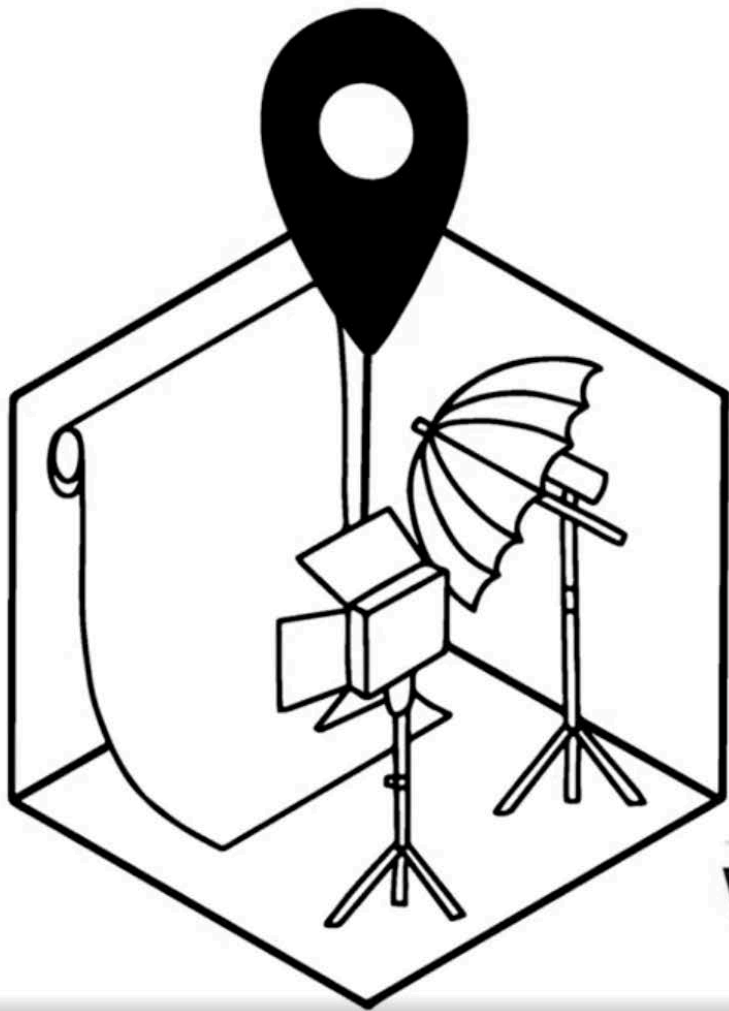
# THE BOARD ROOM

# ON-SCREEN TALENT SETUP (PRO)

## Sage on the Stage Mode (Speaker)

- Computer
- Zoom
- DSLR camera (primary)
- Webcam (secondary)
- Widescreen TV
- Beauty Light Ring
- Makeup
- 3-Point Lighting Kit
- Blue Yeti Microphone
- Rode Go Wireless Lavalier
- Broadcast in-ear monitor
- Backup 4G connection
- ATEM Mini Switcher





# THE WHITE SCREEN

# ON-SCREEN TALENT SETUP (PRO)

## Guide on the Side Mode (Trainer/Host)

- Computer
- Zoom
- DSLR camera (primary)
- Webcam (secondary)
- Widescreen TV
- **Whiteboard or flipcharts**
- Beauty Light Ring
- Makeup
- 3-Point Lighting Kit
- Blue Yeti Microphone
- Rode Go Wireless Lavalier
- Broadcast in-ear monitor
- **Multi-backdrops inc chromakey**
- Backup 4G connection
- ATEM Mini Switcher



## Secret #3

– Derisking It For Clients (P+P)...



# Pricing - The Wild West



# How Bureaus Are Pricing 'Virtual'

- Exactly the same fee for online as offline
- Speakers local fee
- 50% of 'in-person' gross fees
- 70% of 'in-person' gross fees
- Regular fee + \$24,000 'tech costs'

# What determines a speakers fee

- Value based fees
- Celebrity
- Topicality/relevance
- Track record
- 'Get out of bed' fee
- Travel time
- Preparation time
- Live or pre-recorded
- Interactivity

# Virtual Speaker Series



## JAMES TAYLOR

Keynote Speaker & Creativity Expert

- DATE: Monday 27th April – 2pm
- AGE GROUP: KS3 – S1 – 3
- [WATCH LIVE TALK HERE](#)



## DAVID MORRISSEY

Actor and Director

- DATE: Thursday 23rd April – 2pm
- AGE GROUP: KS3-5 / S1-6
- [WATCH LIVE TALK HERE](#)



## MARCO BERTOZZI

Vice President for Europe, Spotify

- DATE: Tuesday 28th April – 10am
- AGE GROUP: KS4 – S4-6
- [WATCH LIVE TALK HERE](#)



## PENGUIN TALKS - HOW TO BOSS YOUR MOOD

Chloe Broderidge, Clinical Hypnotherapist, author of *The Anxiety Solution* and *5 Mile Rowe*, Performance Coach, founder of *Coaching Impact* and author of *The SHED Method*

- DATE: Thursday 30th April – 10am
- AGE GROUP: KS4 & 5 / S4 – 6
- [WATCH LIVE TALK HERE](#)



Chloe and Sara will kick-off the Virtual Penguin Talks series by sharing their expertise and practical tips for managing anxiety and taking control of your mood during these uncertain times. Students will have the opportunity to ask questions and receive a audiobook download of *The Anxiety Solution* and *The SHED Method*.

# Virtual Masterclass Series





# VIRTUAL WORKSHOPS





# VIRTUAL INNOVATION DAY IN A BOX



In times like this fueling a creative mindset has never been more important.

Organisations are currently being challenged by Covid-19 and The Global Economic Crisis that it has triggered.

To survive we need to drastically challenge what we do and how we do it.

A healthy creative mindset is crucial for that.

As important as it might be to encourage, nurture and develop a creative mindset right now, organising a physical conference is just out of the question for most organisations at the moment.

And we acknowledge that many organisations just do not have the bandwidth - or expertise - to plan, organise, set up and run a virtual innovation day.

Thankfully online keynote speakers James Taylor and Fredrik Haren do.

Collectively they have delivered more than 2,500 keynote speeches on creativity and innovation for all industries and for over 25 years. (Between them they spoke in 32 countries last year alone.)

And they have successfully planned, organised and ran countless webinars for a total of more than 30,000 people in 128 countries.

We look forward to working with you to deliver an inspiring, effective and valuable virtual innovation day for your organisation.

Connect with us and let us tell you more about how we have helped 1000's of organisations just like yours.

Let's innovate ourselves out of this crisis.

## HOW IT WORKS:

The Virtual Innovation Day in a Box is a 3 hour webinar for your employees consisting of two different keynote speeches and one presentation by an (external or internal) industry speaker. All delivered virtually to your employees at the comfort of their computers. We handle everything - all you have to do is invite the attendees.

The event will be branded with your corporate identity, and themed to be aligned with your goals and relevant to your current challenges.

## INVESTMENT:

Up to 200 attendees: 199 USD per person.  
201-500 attendees: 159 USD per person.  
500+ request a quote.  
(Minimum investment: 20,000 USD.)

That includes:  
- 1 virtual keynote speech by Fredrik Haren (30 min to 1 hour)  
- 1 virtual keynote speech by James Taylor (30 min to 1 hour)  
- 1 virtual moderator  
- planning, hosting and set up of virtual summit  
- all videos can be downloaded and watched later by all registered participants after the event.

(Not included: fee for external industry expert if needed.)

In short: it is a "turn-key" solution for you to host a half-day innovation day virtually to inspire and educate your employees on how to stay creative.

## ABOUT FREDRIK HAREN:

Fredrik Haren is The Creativity Explorer. He travels all across the globe to learn about human creativity. From North Korea to South Africa. From the plains of Mongolia to Silicon Valley. For the last 20 years he has interviewed thousands of creative people from all walks of life and inspired over a million people from the stage.

Fredrik speaks on business creativity and human innovation, on embracing disruption and change, and about the importance of having a global, human mindset.

He has delivered more than 2000 speeches and been invited to speak in 70 countries across six continents.

Fredrik is the author of 10 books, including The Idea Book which was included in "The 100 Best Business Books Of All Time".



## ABOUT JAMES TAYLOR:

James Taylor M.B.A., F.R.S.A. - who started his career managing high profile rock stars - is now an in-demand keynote speaker and internationally recognized leader in business creativity and innovation. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments and leaders from Silicon Valley to Singapore on how to build innovative organizations, unlock creative potential, and increase productivity.

As the founder of C.SCHOOL™ and the host of multiple global summits he has personally interviewed over 500 of the world's leading creative minds including Silicon Valley tech CEO's, New York Times bestselling authors, and artificial intelligence pioneers. Hundreds of thousands of people in over 120 countries have learned about creativity and innovation through his online courses, videos, media interviews and keynote speeches.

His clients have included Fortune Global 500 companies, government policy makers, industry associations, and he was recently the subject of a 30 minute BBC documentary about his life and work. James is also a Fellow of the Royal Society of the Arts (F.R.S.A.) whose Fellows have included global innovators and leaders including President Benjamin Franklin, Sir Tim Berners-Lee, Bob Dylan, Adam Smith, Nelson Mandela and Professor Stephen Hawking.



## OUR CLIENTS INCLUDE:

"Real creativity happens when inspiration is combined with a will act in order to create a change for the better. Take action now to give your people the tools they need right now to be creative."

# Virtual Keynotes

## General Session #1 - Bridging the future with the open hybrid cloud

Join Red Hat CEO Paul Cormier and a host of customers and partners as they discuss the impact of technology on our ability to respond.



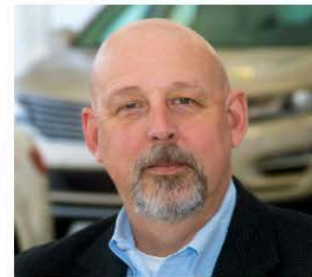
**Paul Cormier**  
Red Hat



**Jim Whitehurst**  
IBM



**Stefanie Chiras**  
Red Hat



**Eric Karsten**  
Ford Motor Company



**Srinivasa Kalapala**  
Verizon



**Navin Shenoy**  
Intel Corporation



**Scott Guthrie**  
Microsoft



**Daniel Ochsner**  
Credit Suisse

## Online Conferences

'MAN + MACHINE'



**Travel Bans and Pandemics Don't Have To Put A Stop  
To Your Conferences, Meetings And Events**



# CHOOSE YOUR **OPTION**

## OPTION 1

### Live Online Conference

Live online conference or summits are customised for each client based on your event theme or topic and we can from 50 to 2000 live attendees. The length of the event can be up 8 hours, and most sessions are scheduled for 60-90 minutes. All sessions can be recorded live and we can also insert pre-recorded content such as promotional, highlights and sponsor videos. James Taylor would present a keynote and also act as online host and MC for the event.

[👉 CLICK TO ENQUIRE](#)

## OPTION 2

### Pre-Recorded Conference + Live Discussions

All speakers and executives would pre-record their presentations. The session format can be traditional keynote style, Q&A, fireside chat or panel discussion. The pre-recorded sessions would then be distributed to either make it feel like they are live (called 'as live'), via a private micro-site or the clients LMS or intranet. James Taylor would present a keynote and also act as online host and MC for the event.

[👉 CLICK TO ENQUIRE](#)

## OPTION 3

### Live + Evergreen Online Conference

In addition to the live online conference or summit all of the recordings would then be turned into an 'evergreen' summit. Evergreen summits are available for anyone to register at any time, day or night. For the registrant it feels like a live event. This is a good option if you are an association that is looking for your events to be revenue generating.

[👉 CLICK TO ENQUIRE](#)

# VIRTUAL MEETINGS & EXPERIENCES

*Customized virtual workshops, team meetings, and immersive keynotes that ELEVATE online learning.*

SEE DAN'S VIRTUAL VIDEO



# Virtual Photography

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# Virtual Summits (For Your Brand)








# INTERNATIONAL AUTHORS SUMMIT™





A man with grey hair, wearing a plaid shirt, is shown in profile from the chest up, speaking. His right hand is raised with fingers spread. The background is a solid blue color with a faint, repeating geometric pattern of squares and lines. The text is overlaid on the right side of the image.

# LEADING THROUGH CRISIS

A VIRTUAL LEADERSHIP SUMMIT  
with John C. Maxwell



# HR SUMMIT GLOBAL™

FREE ONLINE SUMMIT | April 28-30, 2020

Founded &  
Hosted by Sha Nacino

In Partnership with



PMAP

Join the biggest VIRTUAL SUMMIT for  
HR Professionals and Business Leaders Globally!



Scott Friedman



Michelle Garcia



Ron Kaufman



Sha Nacino



Bo Sanchez



Brenda Bence

# Hybrid Conferences

ARHT MEDIA ANNOUNCES  
VIRTUAL GLOBAL STAGE™

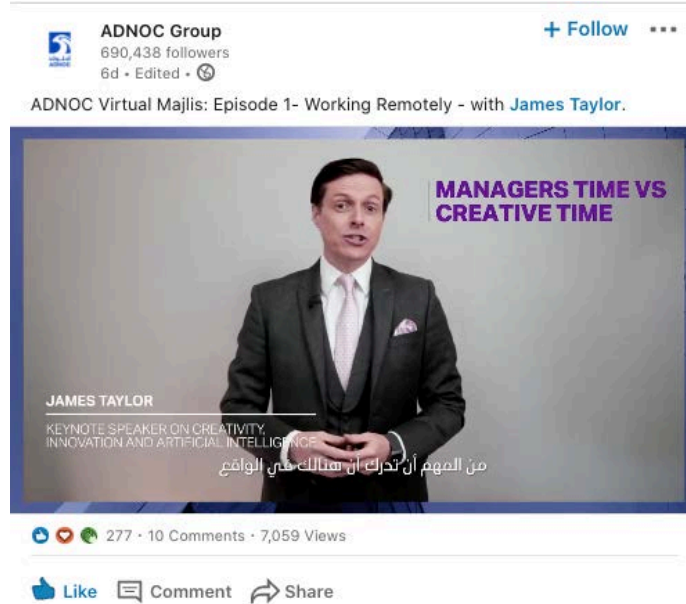


# Online Training

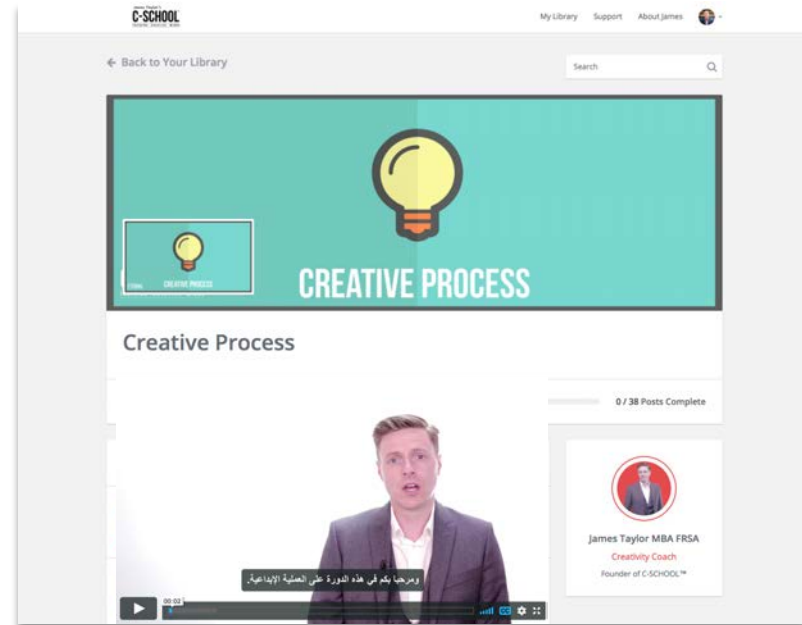


# Online Training

## Social Videos (external)



## Online Learning (internal)







Welcome to the A.C.E. program, a **52 week video series** designed to help you create a flight plan to adapt to change, commit to excellence and break performance barriers.



**Accountability. Commitment. Execution.**

In the military, the "Top Guns" are the pilots who consistently hit their targets. They are intensely focused on training and improving their performance to make sure they win every mission.

The A.C.E. program was created by Waldo to teach you the same tools and techniques he learned as a top gun in the Air Force, so that you can apply these skills to your everyday life. This weekly video series will help you stay accountable to your goals, inspire you to live more courageously and win big in business and life all year long.

## Watch Examples of the Customer Experience Advantage "Morning Huddle" Video Lessons

In this eye-opening video, David Avrin reveals the unexpected challenge of witnessing others' poor experiences, and how that memory can diminish our perceptions of our own customer experience.



Watch as David Avrin explains a clever and creative way to "future proof" your customer and client engagement. He shows how you can identify vulnerabilities by competing against yourself.

Shifting the blame is a far more common practice than most people realize. But when we call-out the mistake of someone in our own company in order to save face, we too often hurt ourselves in the process.



# Your Next Steps

## Grow Your Speaking Business And Get Booked To Speak On Stages Around The World

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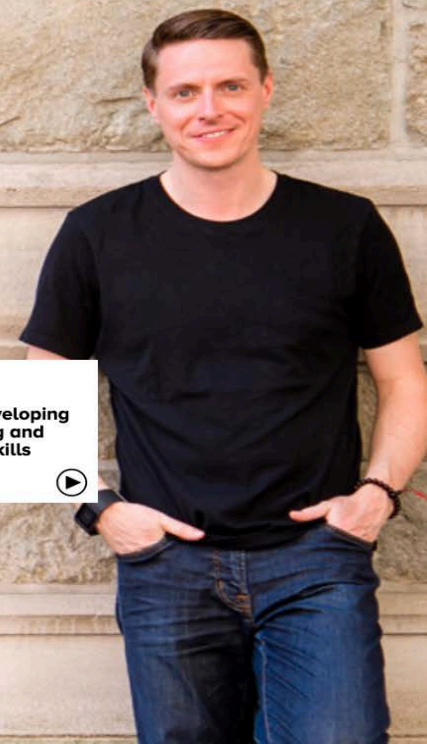
**I need help increasing  
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**I need help developing  
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# www.SpeakersU.com





# Speaker Training Course Library

## 120 Hours of Training



# Private Coaching With James




- Direct access to James
- Private email coaching from James
- Personal feedback from James on your speeches and speaking business
- \* Annual Members Only

**[www.SpeakersU.com](http://www.SpeakersU.com)**

# And finally... some goodies


1. Choose a Summit
2. Email my team at [support@jamestaylor.me](mailto:support@jamestaylor.me) for your complimentary VIP Pass.
3. Check your email soon for the resource guide.

EXAMPLES OF OUR ONLINE CONFERENCES




**Event Professionals Summit**

This was initially created as a live conference and then turned into an evergreen summit. It is hosted by James Taylor and Erin Gargan and it featured over 45 speakers and panelists. Over 4,500 people attended the live event and it is now an evergreen event which means it is open to registrations 365 days a year. It took James Taylor's team three months to create and was supported by three main sponsors and partners.




**International Speakers Summit**

This was initially created as a live conference and then turned into an evergreen summit. It is hosted by James Taylor and it featured over 100 speakers and panelists. To date 22,000 people from 80+ countries have attended this online event. It took James Taylor's team three months to create and was supported by over nine sponsors and partners.




**International Authors Summit**

This was a live summit where James Taylor gave a keynote, acted as event host, and interviewed over 40 industry thought-leaders. The event was attended by 6,000 people from 50+ countries.



**Online Guitar Summit**

This was a live summit where James Taylor's team just produced the event but he brought in other people to host and speak on it. The event was attended by over 10,000 making it the largest online summit for guitar players.



**ONLINE GUITAR SUMMIT**



Home > Keynote Speakers > James Taylor



## JAMES TAYLOR

Creativity Speaker, Award-winning Entrepreneur, Founder of C.SCHOOL™

Speaker's U.S. Fee Range

\$10,001 - \$20,000

Languages Spoken

English

Travels From

United Kingdom (UK)

+ ADD TO MY CATALOG

CHECK AVAILABILITY

REQUEST A WEBINAR

### Topics

Artificial Intelligence (AI) Speakers

Creativity

Entrepreneur Speakers

Focus, Productivity & Organization

Future Trends Speakers

Host/Emcee

Innovation Speakers

Technology Speakers

### Related Speakers

### Suggested Keynote Speeches & Programs

- **SUPERCREATIVITY™: Augmenting Human Creativity In The Age Of Artificial Intelligence**
- **WORKSHOP: 'Unlock Your Creative Potential'**

### About Speaker James Taylor...

James Taylor's life mission is to unlock the creative potential in one billion people. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments and leaders from Silicon Valley to Singapore on how to build innovative organizations, unlock creative potential, and increase productivity. In this tailored, entertaining and highly visual keynotes, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations. Blending inspiring stories, cutting-edge research, and actionable takeaways, he shows how any individual or organization can dramatically increase productivity and innovate by augmenting their human creativity using artificial intelligence.

His clients have included Fortune Global 500 companies, government policy makers, industry associations, and he was recently the subject of a 30 minute BBC documentary about his life and work.

Here are six connected aspects of James' work:

### JAMES TAYLOR VIDEOS

4



### TESTIMONIALS

5

Have Questions? Need Suggestions? Want Help?

# Q&A with James Taylor...

- Would You Agree It's Been Time Well Spent So Far?
- Can't Cover Everything You Need In A 45 Minute Webinar (even if we had all day)
- What Questions Do You Have About Going Online?



James  
Taylor