

EXAMPLE

Meeting Preparation:

So... you have a meeting confirmed? Now what?

Details:

- Meeting with Karen Smith, VP of Public Affairs, TELUS
- My role, Stephanie Mitton, Principal and Founder of Mitton Speaker Management
- Meeting to introduce Karen to Stephanie and Mitton Speaker Management as Karen may be looking for keynote coaching.

Objectives:

- Develop a relationship with VP Smith
- Introduce VP Smith to Stephanie and Mitton Speaker Management
- Explore Karen's interest in becoming a client of Mitton Speaker Management
- Learn other contacts Karen may be able to share with Stephanie for potential clients

Key messages:

- Stephanie Mitton is a sought-after expert in her field and has supported 5% of current Fortune 500 company CEOs to provide keynote speeches to hundreds of thousands of potential customers.
- Mitton Speaker Management is a boutique firm where you will get hands on experience by senior coaches, hand selected by Stephanie, and as clients have confirmed, more support for your money.
- Mitton Speaker Management has a clear track record for success. We commitment that through our coaching your revenue from speaking opportunities will increase by 50% in 6 months, or your next 3 months of coaching is free. A commitment we have never had to action in 20 years of business!
- Mitton Speaker Management would like to work with you to increase your well positioned personal brand and turn it into thought leadership for the telecommunication sector globally. Which in turn will reach more customers, and increase your revenue!

Context:

- Karen is in line to become the CEO of TELUS
- Karen has worked with coaching experts in the past and her revenue has not increased.

Agenda:

- * This is a draft; we will need to be flexible and responsive
- * Meeting is 30 minutes long

Time	What	Who	Notes
3 mins	Introductions	Stephanie	<ul style="list-style-type: none"> • Small talk • Introductions • Reason for the meeting • draft agenda + seek feedback on the agenda
5 mins	Intelligence	VP Smith	<ul style="list-style-type: none"> • Gather intel on her priorities
10 mins	Mitton Speaking Management	Stephanie	<ul style="list-style-type: none"> • Pause throughout to seek reaction or ask if there are any questions.
10 mins	Reaction/priorities	VP Smith	<ul style="list-style-type: none"> • This item may get absorbed into the above agenda items
2 mins	Closing remarks	Stephanie	<ul style="list-style-type: none"> • Reinforce how Mitton Speaking Management can be helpful, and request advice on other potential clients. • Review next steps • Thank attendees for their time