

## Technical rider

I have given many, many presentations to groups as small as 12 and as large as 4,000. Through painful experience I have seen what works and what doesn't. To get the most out of your event – and to minimise stress for all of us - I've put together this list of requirements.

Please do read it and follow it. Clarity works for everyone and I will present on this basis only.



- Please DO NOT spend time researching the web to write an introduction for me. There are many incorrect 'facts' out there.
- Please DO introduce me using my written introduction which takes 45 seconds to read exactly as it is written (see following page). This allows me to prepare my opening line without being surprised by an ad lib or incorrect fact from the MC.
- I prefer not to use a podium – I may use one for a formal address after discussion with the conference organiser but this is rare.
- On stage I need: a laptop projector, screen, courtesy monitor, visible clock, water.
- For any group of more than 40 people I will need a wireless Lavalier clip-on tie mic or earpiece mic with a belt pack. A wired or handheld mic will severely compromise my presentation.
- I use Microsoft PowerPoint and may include videos which are available in MP4 or WMV format. I will provide both formats.
- My PowerPoint slides are provided in 16:9 aspect ratio ONLY.
- My slides must NOT be embedded into another slide master or conference slide deck as this always corrupts the files. (Everyone says it doesn't – but it does!).
- I am prepared to use my laptop or your AV team's equipment. If using my laptop I will need a power supply and an audio out cable (2.5mm jack).
- I use a wireless slide advancer and am happy to use my own or your AV team's equipment.
- To ensure your audience get the best possible performance I would like to complete a technical check at least 2 hours before the presentation. This typically takes 30 minutes.
- I am happy to take part in a Q+A session after speaking. Experience tells me that this needs careful moderation for it to be worthwhile.
- Slide copies are not available for distribution except by prior agreement.
- In NO circumstances should slides be distributed in advance of the presentation.
- Video or audio recording of the event is by prior agreement only. Such recording is not available for sale or distribution except by prior agreement.

If you have questions or wish to contact me before the event please email me at:

[kevin@kevingaskell.com](mailto:kevin@kevingaskell.com)

## Introduction

“I would like to introduce our guest speaker.

Let me begin with a few questions...

- Would you like to talk premium brands with someone who has been Managing Director of Porsche, Lamborghini and BMW?
- Would you enjoy listening to the secrets of somebody who has created over one billion pounds in shareholder value? Who has led four world class brands to record growth – and then walked away to test himself as an entrepreneur by building international companies from ‘just a good idea’?
- Or would you prefer to listen to adventures of climbing the world’s highest mountains and walking to both the North and South Poles?

If you have answered yes to any of those questions then you are in the right place.

Our speaker has achieved all of those goals and more, but still found time to play international cricket and make music in a rock band.

Kevin Gaskell is recognised as one of the finest leaders of his generation.

He is here today to share with us his approach to achieving world class performance.

Ladies and Gentlemen, Kevin Gaskell...”