FOR YOUR EVENT MC

Introducing Terry L. Fossum

How to use this: Read the full version when you have a minute. The story builds on purpose, so don't rush it. Fill in the last line with the keynote Terry is giving. **Pause before his name, then lead the applause.**

Full introduction

≈ 60 seconds · read aloud, slowly

Our next speaker was born in the poorest city in America, surrounded by gangs and drugs. In high school, his father was killed. And a neighbor told him that not a single one of his family's boys would ever grow up to be anything.

That neighbor was wrong.

He became a U.S. Air Force Captain and Executive Officer over a group of nuclear B-52 bombers during the Cold War. He developed and trained sales teams around the world and became a self-made millionaire. He is a #1 Wall Street Journal best-selling author. His TEDx talk was ranked the #2 New TEDx Talk in the world. And he won Fox's national reality competition Kicking & Screaming.

You've seen him on the Wall Street Journal, Fox, ABC, NBC, CBS, and Prime Video. Today he's here to give us **[keynote title]**.

Please help me welcome Terry L. Fossum.

Short version

≈ 20 seconds

Our speaker is a #1 Wall Street Journal best-selling author, the #2 New TEDx Talk in the world, a former U.S. Air Force Captain & Executive Officer, and the winner of Fox's Kicking & Screaming. Please welcome Terry L. Fossum.

FOR YOUR AV TEAM

What Terry needs on the day

Must-haves

- **A wireless lavalier mic.**
- **His slides include video with sound.** The presentation's audio must be patched into the house speakers.

Before the session

- Please plan a sound and video check with your AV team before doors open, so the videos play with sound in the room.
- If the keynote is virtual, recorded or livestreamed, tell Terry when you book so the setup is agreed ahead of time.

FOR THE PERSON PLANNING THE EVENT

Help Terry learn your audience

Terry tailors every keynote to the room. Send your answers to **speaking@terrylfossum.com**. Short answers are fine.

1. Tell Terry about the event: its name, theme, date, and where the keynote sits in the agenda.
2. Who will be in the room? Roles, experience levels, roughly how many, and what they have in common.
3. What has this group been through this past year? The wins, and the hard stretches.
4. What does a bad day or a down month look like for them?
5. What do you want them doing differently a week after Terry speaks?
6. Is there anything Terry should avoid, or language your organization uses that he should use?
7. Who speaks right before and right after Terry?
8. Which leaders or VIPs should Terry meet, and would you like a meet-and-greet, a book signing, or books for the room?
9. In person, virtual, or hybrid? Will the keynote be recorded or livestreamed?
10. Who is Terry's contact on the day, and how does he reach them?