

KEEP

GROWTH. CHANGE. POSSIBILITIES.

SHEDDING!

How to Engage Attendees Before, During & After the Event!

Learning is a process, not an event!

Shed or You're Dead® keynote is designed for a high energy, engaging and WOW experience that creates excitement around behavior change. Below are some suggestions how we have creatively partnered with other organizations to engage participants and deliver sustainable results.

Before:

- Have a conference/ meeting theme. Some organizations use Shed or You're Dead® or Shed for Success™. (Shed for Success for Every HR Leader)
- Utilize the theme color and encourage people to wear green to the meeting. Use green and the SHED graphics in marketing material, website. Green SHED NOW t-shirts available.
- Build curiosity by sending teaser notices, trivia challenges or give an assignment.
- Many organizations purchase books for every attendee. Significantly drive meeting attendance up by purchasing 100+ of Kathy Dempsey's Shed or You're Dead® Survival Guide books and giving them to the first 100 people who sign up for the conference. Some find a sponsor. Book signing can be in exhibitor's booth to drive increased traffic.
- Find sponsor for keynote to co-market. (Examples: Blue Cross Blue Shield, John Hopkins, 3M)
- Entrance fee: participants bring something to the meeting to get in the door. (Examples: Something that represents what they have recently SHED; object that represents the strength they bring to the team; object that represent communication for Who Killed Communication? session)
- Create an engaging video to use in the opening presentation. Example: Visit www.KeepShedding.com About Lenny page to view special report "Where is Lenny?" from Florida Hospital's 100-year anniversary celebration.

During:

- Decorate with the theme. (lizard balloons, lizard pens, green table clothes, lizard pins for staff to wear.)
- Set room to optimize and encourage participation
- Wi-Fi access for interactive text polling using cell phones (summary of results given on executive debrief call after event.
- Action plan at the end of the session.

After:

- 30 Day Shedding Challenge (Over 90% of past attendees participate by committing to one thing they need to SHED and carry card in their wallet.)
- Reminder lizards: 3" suction cup lizards given to participants at the close of session to place somewhere at work or home to remind them to SHED everyday! (Attendees call 7+ years later and still have their lizard!)
- SHED Memberships includes 60 Seconds of Shedding (optional quick 60 second email once a month to give tips on how to continue to SHED.) KeepShedding.com/join
- Online virtual training for employees who did not attend event
- Webinars (30, 60, or 90 days after program to anchor learning and accountability.)
- Reward behavior by giving **The Lenny Award** to people who have exemplified leadership, courage and commitment to Shed for Success.



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What do
you need
to SHED
today?