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EVENT PLANNER KIT

The dog days of summer have settled in for the Northern Hemisphere, which may mean that you have a bit of time on your hands before the fall speaking season begins. I have an idea for putting that time to good use.

A thorough event planner kit is a crystal clear signal that this isn't your first rodeo and you care about making things easier for your speaking client. It also makes life easier for you. The last thing anyone needs is to trade 17 emails or to search through your site to find the downloadable bio that fits their flyer when instead you can create this asset where everything they need is in one place.

So whether your existing kit may need a once-over to ensure it's comprehensive or this is the first time you've built one, I've got your back with a checklist below for what to include.

INSIDE THE KIT

One downloadable PDF should include:

- **Headshots** Downloadable, high-resolution photos, with choices of varied backgrounds and orientations to fit programs as well as

apps.

- **Bio** Downloadable, 75-100 words for sites, 40-60 words for apps (download the [May 2026 edition](#) for details).
- **Keynote Topic Descriptions**
- **Sample Introduction** (download the [February 2026 edition](#) for details)
- **Book Cover Images** Downloadable images of your books.
- **A/V Rider** Lay out your tech requirements and what you're bringing.
- **Dietary Restrictions** They want to be prepared. Tell them what you need and your preferences.
- **On-stage Preferences** Water sitting on a stool? Photog warned against flash in face? House lights up or down?
- **How to Address the Speaker** Dr. Peters? Nah, it's always Tom, despite his degrees. But no shame if love hearing your honorific.
- **Social Media Links**
- **Emergency Contact Info** In case the client needs to contact someone if something goes awry for you on site.
- **Contact Info for You** For the client to reach you while on site.
- **Contact Info for Team** For the client to reach someone if they can't reach you on site.
- **Pre-event Call Info** Who they should contact to schedule it, and clarify the length and what you'll cover. Ideally, discuss content only. Leave the logistics to your team.

FINAL THOUGHTS

A few things to remember before we sign off. When you're making a list of dos and don'ts, it's easy to come off stiffly and clinical. Try to infuse the document with some warmth and a lean toward excitement, without overdoing it.

Let's disambiguate! (←overdone excitement!) When jargon is tossed around, it can get confusing. AI searches can make it worse, since the bots haven't lived the speaking experience. E.g., AI may suggest including info about bulk book purchases or recording permissions in

the Event Planner Kit, when you and I know that's all negotiated along with the contract. Here are a few definitions for clarity.

One Sheet: Sales material condensed onto one page, provided to decision makers before a contract is signed.

Press Kit/Media Kit: Background material about the speaker and their books, provided to the media or speaking clients.*

Event Planner Kit: Logistics material provided after a contract is signed. Gives the planner everything needed to promote and support your appearance in the most efficient manner.

*Extra Credit: I'm accustomed to standard press kits generated around the launch of a new book. So I was delighted to discover that my client, [Kate O'Neill](#), developed a hearty **Media/Podcaster Kit** that provides the usual bio, photos, and booking info, but then extends into suggested interview questions, how the topics of all her books evolved and intertwine, and audience favorite talking points. What a goldmine for a podcast host.

What'd I miss? Reply and tell me what you include in your kit that I haven't listed here.

THE NEXT STEP

I realize an Event Planner Kit isn't your top priority. But speaking clients notice when you nail it on the details.

I work with speakers on building a more successful speaking business. Together, we examine your current market standing and determine what steps you need to take, in what order, to



meet your goals. Let's talk about
how I can help.

SCHEDULE A CALL

Leap7

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