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EVENT PLANNING & COLLABORATION GUIDE

FOR KEYNOTES & MASTERCLASSES EVENT COLLABORATION GUIDE

**Empowering you to deliver a world-class,
seamless & impactful event experience.**

This guide has been specially created to support meeting planners, L&D leaders, and corporate clients in planning and executing successful events featuring Dr. Jerome Joseph.

Event Planning & Collaboration Guide for Keynotes & Masterclasses with Dr. Jerome Joseph

Welcome, and thank you for choosing to collaborate with Dr. Jerome Joseph. We believe that a world-class event is built not only on powerful content but also on seamless preparation and collaboration.

This guide has been carefully crafted to make the planning process straightforward and efficient—ensuring an unforgettable experience for your audience and a stress-free experience for your team.

Our objective is simple: To partner with you to deliver an outstanding event.

1. CONTENT & OBJECTIVE ALIGNMENT

Why this matters: Every keynote is custom-designed to inspire, energize, and engage your audience. To ensure maximum impact, it is essential that we align on the event objectives and key messages well in advance.

What we need from you: To prepare effectively, we request a pre-event briefing session scheduled at least 3 to 4 weeks before the event. In this session, we will align on:

- Event theme & purpose
- Audience profile (roles, seniority, industry, challenges)
- Desired outcomes and key takeaways
- Specific messages to emphasize
- Sensitive topics to avoid
- Localized references or internal language
- Audience engagement preferences (Q&A, polls, shout-outs)
- Insights on previous keynote speakers, sharing with us what work and what did not

This alignment session ensures the keynote is meaningful, relevant, and aligned with your event goals.

2. AUDIENCE & COMMUNICATION PLANNING

Why this matters: The tone and style of communication can dramatically influence how your audience receives the keynote. Understanding the audience mindset allows us to tailor content delivery for maximum engagement.

What we need from you: During our pre-event meeting, kindly share insights on:

- Audience energy levels and communication preferences
- Organizational culture and sensitivities
- Brand and Organisational Culture Guidelines
- Any additional information that will help us connect effectively with your audience

3. ADMINISTRATIVE & CONTRACTUAL MATTERS

Why this matters: Clear administrative arrangements eliminate unnecessary delays and ensure all logistical elements are secured ahead of time.

What we need from you:

- A signed Speaker Engagement Contract (to be completed before the event)
- Full event details: Date, time, location, audience size, event flow
- Assignment of a primary Event Liaison / Key Contact
- Details of pre-event publicity, media interviews, or press engagements (if any)

4. TRAVEL & ACCOMMODATION (FOR INTERNATIONAL ENGAGEMENTS)

Why this matters: Seamless travel arrangements ensure that Dr. Jerome arrives prepared, refreshed, and ready to deliver a powerful keynote.

What we need from you: For engagements outside Singapore:

- Full event location details
- Visa invitation letter (if applicable) — Dr. Jerome holds a Singaporean passport
- Hotel accommodation (minimum 4-star recommended)
- Ground transport arrangements (airport pickup, venue transfers)
- Detailed travel itinerary

5. TECHNICAL & AV REQUIREMENTS

Why this matters: Technical excellence is essential to ensure the keynote is delivered seamlessly without distractions.

What we require:

- Microphone:
Preferred: Wireless Handheld Microphone
Alternative: Wireless Headset Microphone
- Clicker / Remote:
Professional clicker such as DSAN PerfectCue Micro or equivalent
- Visual Setup:
Large projection screen
Confidence monitor (optional but recommended)
Event-branded holding slide (optional)
- AV Team:
Onsite technical support
Pre-event AV check (recommended minimum 1 hour before the keynote)

6. ONSITE REQUIREMENTS (KEYNOTE DAY)

Why this matters: A well-organized, supportive environment ensures smooth delivery and a positive event experience.

What we need you to arrange:

- Private holding area or green room
- Bottled water & light refreshments
- Emcee/Host briefed with official speaker introduction
- Audience seated on time
- Event team prepared to manage session flow, Q&A
- Dedicated onsite liaison for real-time coordination

7. POST-EVENT FOLLOW-UP

Why this matters: Post-event communication ensures professional closure and provides feedback to improve future collaboration.

What we request:

- Share event photos & videos (if available)
- Provide audience/organiser feedback
- Process final payment within 14 days (subject to your vendor company policy)
- Provide a testimonial or event review (optional)
- Send post-event thank-you communication (optional)

8. MARKETING & PROMOTION SUPPORT

Why this matters: We believe that great events deserve to be celebrated and promoted. If you'd like to increase visibility and excitement around your event, we're happy to support your marketing and promotional efforts.

What we need from you: Please indicate if you would like any of the following promotional materials or activities:

- High-resolution photo of Dr. Jerome Joseph for your marketing collateral
- Official promo video featuring Dr. Jerome (generic or customized)
- A personalized video invitation or promo message recorded by Dr. Jerome specifically for your event
- Sharing of the event for promotion on social media (before, during, or after the event)
- Your official social media handles to tag in posts
- Any event hashtags you would like us to use
- Any additional promotional materials, press releases, or event announcements you plan to create

Optional: If you would like Dr. Jerome to share the event details on his own social media platforms, kindly provide the relevant content and key messaging at least 2 weeks in advance.

MASTERCLASS COLLABORATION GUIDE

1. PRE-PROGRAM PLANNING & ALIGNMENT

Why this matters: Masterclasses are hands-on, interactive, and designed to deliver real learning outcomes. Proper planning ensures that the session is fully customized to your participants' needs. **What we need from you:** Please arrange a pre-program planning meeting at least 3 to 4 weeks before the session to align on:

Audience Profile & Job Roles Understanding who will be in the room helps us contextualize content and activities.

- Participant job roles and departments
- Seniority levels
- Team diversity (age, cultural backgrounds)

Learning Objectives & Program Outcomes Clear objectives guide the session design.

- Specific skills, knowledge, or mindset shifts desired
- Key organizational priorities or challenges
- Any existing competency frameworks
- KPIs or success measures for the program
- Insights from previous or similar training programs

Organizational Context & Sensitivities We aim to create a safe, constructive learning environment.

- Organizational changes or sensitive topics
- Cultural considerations and team dynamics
- Past feedback or learning gaps
- Brand and Culture Guidelines

Participant Numbers & Background Session design depends on participant numbers and experience.

- Total number of participants
- Previous exposure to similar programs
- Language proficiency

Recommended group size: Maximum of 25 participants for optimal interaction.

Special Learning Needs & Accommodations Creating an inclusive environment is essential.

- Physical, sensory, or cognitive needs
- Dietary requirements (for full-day sessions)

Optional: Pre-Program Survey We can provide a participant survey template to gather expectations and learning needs.

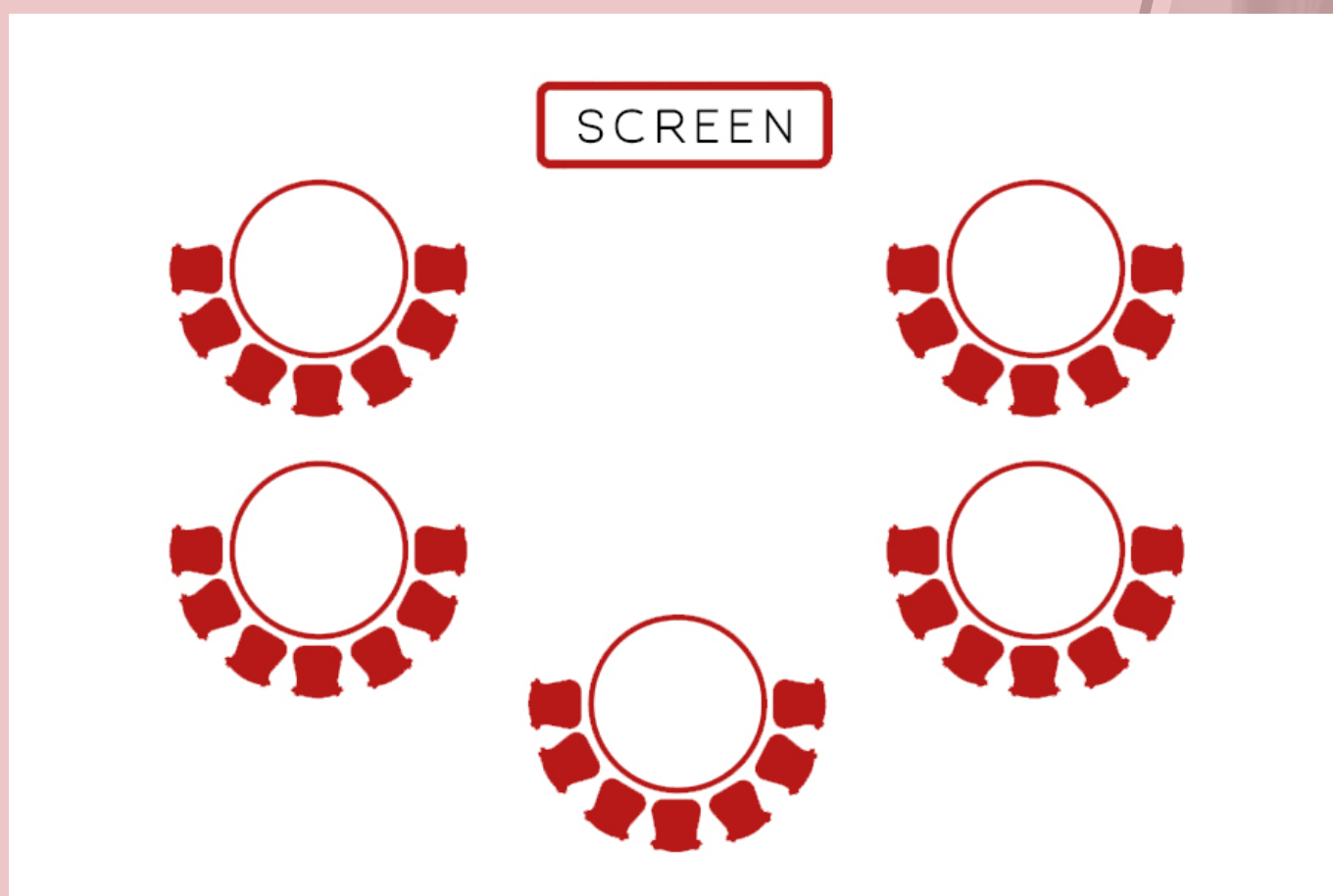
MASTERCLASS COLLABORATION GUIDE

2. ROOM SETUP & MATERIALS

Why this matters: A well-prepared learning space enhances engagement and retention.
What we need you to arrange:

Room Layout: Participant job roles and departments

- Preferred: Cluster seating (groups of 5–7 participants)



- Alternative: U-shape seating if cluster is not feasible

Materials:

- Flip chart stands (minimum 2 units, ideally one per table)
- Flip chart paper
- Multi-colour marker pens
- Name tents/cards for participants
- Blue tack or masking tape
- Notepads & pens
- Stable Wi-Fi connection (mandatory)
- Power sockets & extension cords (if laptops required)
- Snacks and drinks for the attendees (optional)

Participant Workbook: We will provide a workbook in printed or digital format.

MASTERCLASS COLLABORATION GUIDE

3. TECHNICAL & AV REQUIREMENTS

Why this matters: Reliable technical setup ensures session flow and engagement.

What we require:

- Wireless handheld or lavalier microphone
- Projector & screen with good visibility
- Flip chart stands & whiteboard
- Stable, high-speed Wi-Fi
- Onsite AV technician support

4. ONSITE REQUIREMENTS (MASTERCLASS DAY)

Why this matters: A smooth learning environment supports participant focus and learning.

What we need you to arrange:

- Room setup completed 90 minutes before start
- Registration process for participants
- Name tents ready
- Flip chart materials & blue tack prepared
- Workbooks ready (print/digital)
- Refreshments & meal breaks arranged
- Assigned liaison onsite
- Attendance tracking (optional)

5. POST-PROGRAM FOLLOW-UP

Why this matters: Follow-up communication provides closure and helps evaluate program success.

What we request:

- Collect participant feedback & evaluation
- Share session photos, recordings, learning materials (if applicable)
- Process final payment within 14 days
- Organiser feedback or testimonial (optional)
- Discuss possible post-program reinforcement activities (optional)

6. MARKETING & PROMOTION SUPPORT

Why this matters: While Masterclasses are typically targeted to an internal or closed group, we understand you may wish to promote the learning initiative internally or on selected platforms.

What we can support: Please let us know if you require:

- A high-resolution photo or a promo video of Dr. Jerome Joseph
- A brief program description or edm for internal communications
- Sharing of the session on Dr. Jerome's social media (if appropriate)
- Personalized video invitation by Dr. Jerome Joseph

Optional: If you plan to showcase the Masterclass publicly (e.g., L&D initiatives, leadership development), we can also assist with social media sharing or a short acknowledgment post.



OUR COMMITMENT TO YOU

We are committed to delivering an exceptional, seamless, and high-impact event experience. This guide is designed to provide clarity, set expectations, and support collaboration.

If you have any additional requirements or requests, we are happy to customise further.

We look forward to partnering with you to create an unforgettable event.

Dr. JEROME
JOSEPH | SPEAKER
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Let's Create an Unforgettable Event Together

Thank you for choosing to collaborate with Dr. Jerome Joseph. We are committed to making your event experience effortless, professional, and memorable — whether you're hosting a high-energy keynote or an interactive masterclass.

For any queries, customisation requests, or additional information, please connect with us:

www.jeromejoseph.com

Email: jerome@jeromejoseph.com

Website: www.jeromejoseph.com

Dr. Jerome Joseph's social media account:



Instagram



Facebook



LinkedIn



YouTube



TikTok

Together, let's deliver an extraordinary experience that your audience will remember.