

The Secret to GREAT Keynotes

What's the difference between an **OPENING** Keynote and a **CLOSING** Keynote (and it's not where it falls on the agenda) ????

An Opening Keynote

- Sets the stage or the program that will follow
- Gets an audience ready and receptive to what will be presented
- Demonstrates at least some knowledge of the client's concerns, challenges and opportunities
- Involves members in setting up learning objectives for what will follow.

This does NOT happen by accident or a single client survey, A great opening keynoter will spend time with the client, comes in early to participate on any pre-events, mingles with audience members, and gets a "feel" for the group.

That's what sets Eileen McDargh apart other speakers. Here's what clients say:

Our event was absolutely spectacular! Judging from the buzz during the event and the written evaluations, I can safely say this was our most successful event ever (our eighth). The credit for starting the day off on the right note goes to you. You certainly did your homework and provided a perfect fit in presentation style, content, and audience appropriateness. The goal of the conference, which was to facilitate women to integrate new and healthy lifestyle behaviors into their daily lives was enhanced by your strong and motivating message.

Mayo Clinic Office of Women's; Health

Thank you, once again, for the excellent presentation that you gave to the Michigan Department of Transportation Leaders at the Leadership Conference. The verbal comments we received were all very positive and enthusiastic and the conference has been rated as the best ever. Your energetic presentation first thing in the morning, was the perfect way to energize the conference and to get the participants thinking about how to become a better leader. You also did an excellent job weaving our Director's position comments into your custom designed.

Michigan Department of Transportation

Eileen McDargh delivered the opening presentation to a full day Compliance Conference organized by First National Bank of Omaha with high-level employees in attendance.

Eileen energized the audience with her opening presentation, "Radical Resiliency: Transforming in Changing Times." Eileen was able to relate to the audience with very powerful, positive messages that set the right tone for the rest of the day. Several executives reached out to me to describe what a powerful impact Eileen's opening remarks had on them and how important they thought would be for them to have Eileen speak to their teams.

Throughout the planning process for the conference Eileen was very interested in our company, our audience, and our goals. She was very responsive, reliable, and proactive.

Chief Compliance Officer First National Bank of Omaha

Eileen McDargh served as the opening keynote at our recent 15th annual patient safety conference. Her talk on resilience was inspiring and energizing. Participants were thrilled with the talk and one participant that has attended for years commented that Eileen was "the best opening keynote you have ever had!" I highly recommend her as a speaker.

Maryland Patient Safety

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A Closing Keynote:

- Summarizes what went before and ties up the program in a “bow”.
- Comes in early and stays as long as possible after the event.
- Uses the experience of people at the conference to draw upon and add to material
- Leaves people on a REAL emotional high and with SOLID information that can be readily applied in the weeks to come.
- Works best if the speaker has spent time in other sessions, joined the members in events when appropriate

That's what sets Eileen McDargh apart other speakers. Here's what clients say:

As our keynote closer you provided the big extra that everyone took home. Your two seminars and your early arrival set the stage so that you were indeed part of the family and the attendees could feel that. Your ratings clearly reflected that your message was received and appreciated. We are thrilled with the results of training almost 1,300 attendees. Your three appearances reached almost half of these and they not only took you in as part of their family but gave you the highest rating of all the speakers.

Department of the Army

I especially am appreciative that you attended the whole conference and participated in order to better understand your audience. It showed in the way you incorporated the messages that were woven throughout the breakout sessions into your program. It was a thoughtful and purposeful way to engage our members in a way that connected them to you and your message!

Very powerful!

New Hampshire Interlake School Districts

How great it was to work with you and how impressive it was that you tailored your keynote session for our program. I am so glad you were able to join us a day earlier and that you used your time wisely while you were in Louisville... sitting in on the Friday morning keynote speaker, visiting with our members, staff, committee and sponsors, and joining us for the Comedy Hour. Many speakers remain in their guest rooms, but certainly you see the value in networking with our attendees and immersing yourself in our program. Your hard work and dedication certainly paid off in your presentation to our members.

American Nursery and Landscape Association.

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