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# MEETING PLANNER GUIDE

J. RANSAW SMITH  
PERSONAL ELEVATION ARCHITECT



# HELLO, MEETING PLANNER

If you are currently planning an event, you've come to the right place. We know how important your event is to you, that if you hire us, we will be just as invested in its success. Our keynote is designed to empower your audience, provide them with tangible strategies for their personal success and leave them begging for more.

Our intention is to two-fold: leave your audience sitting at the edge of their seats and leave you looking like a hero.

## Here is how we intend to do it:

- An in-depth questionnaire designed to gather as much information about your organization, needs, intentions, concerns, challenges, expectations and audience members
- An individual, pre-speech call with Jennifer to personalize your experience
- A custom talk built specifically with your audience in mind that includes examples from members of your audience
- A post-speech de-briefing call with Jennifer to discuss how audience can leverage tools discussed

## A toolkit of downloadable materials that will help you prepare for your event, including:

- Event Checklist
- Jennifer's Written and Video Introductions
- Jennifer's A/V Set-Up
- Answers to the Most Frequently Asked Questions
- Participant Handouts

I have no doubt that my team and I will inspire and engage your audience. We'll provide them with both thoughtful and tangible takeaways that will help to make your event truly memorable. I can't wait to discuss details with you! In the meantime...

Be Fierce!

Jennifer Ransaw Smith



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# LONG BIOGRAPHY

The following material are designed to help you prepare for and market your event with Jennifer Ransaw Smith

Jennifer Ransaw Smith is a nationally sought-after Personal Elevation™ Architect, Leadership Development Mentor and Personal Brand Strategist. As the Founding CEO of The Personal Elevation Lab (formerly Brand id | Strategic Partners, LLC), she has dedicated the past ten years to helping women professionals, entrepreneurs and executives elevate their visibility, credibility, influence and impact within their organization and industry.

Her clients span every industry imaginable from nuclear physicists' and implant surgeons to Ivy League MBA's in the C-Suite and their Executive Coaches. Since opening her doors, savvy women have retained her services when they were ready to leverage their skills, talents and expertise and "make a name for themselves."

Prior to launching The PE Lab, Jennifer spent 10 years on the advertising and marketing teams for some of the nation's most visible brands: Burger King, AT&T, Texaco, Kraft, Clairol and Coke in Los Angeles, Maryland, New York and Atlanta.

Her tips, tools and strategies have appeared in a myriad of places including ABC, The Washington Post and The Baltimore Sun. Her strategies have been taught at leading organizations like Microsoft, Duke Energy and Deloitte

# SHORT BIOGRAPHY

The following material are designed to help you prepare for and market your event with Jennifer Ransaw Smith



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Jennifer Ransaw Smith is a nationally recognized Personal Elevation™ Architect, Leadership Development Mentor and Personal Brand Strategist. She specializes in igniting the visibility, credibility, and income ability of professional women executives and entrepreneurs. Her mission is to empower women to recognize the most important brand they will ever build is their own.

# SPEAKING LOGISTICS

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The following are speaking logistic to help you prepare for Jennifer Ransaw Smith's speaking and presentation needs.

## AV REQUEST

- Please provide a wireless lapel microphone
- Please provide an LCD projector and a screen for a PowerPoint presentation
- Please advise Jennifer if you prefer a slide aspect ratio of 4:3 (square) or 16:9 (widescreen)
- Jennifer travels with a MacBook Pro and will bring all necessary adapters and a wireless clicker
- Jennifer does not require an internet connection and her presentation contains no audio or video elements

## PRESENTATION

- Jennifer will provide a written description to the person introducing me
- Jennifer does not require a podium or flipchart
- Any audience seating arrangement is acceptable
- Photographs and video recordings are permitted, with copies provided to Jennifer after the event. Presentation recordings may not be shared publicly.
- Please confirm in advance if you would like Jennifer to offer Q + A at the conclusion of her presentation.
- A digital version of Jennifer's presentation will be made available following your event for distribution and for internal use. Presentation slides may not be shared publicly

## POST PRESENTATION

- If you are pleased with the delivery, please provide a written or video testimony of your experience working with Jennifer
- Please provide any photographs taken and video recording
- Please provide any feedback audience feedback
- Please provide the names of any other organizations that you think could benefit from my talk

## DIETARY REQUIREMENTS

- None



# KEYNOTE SUCCESS CHECKLIST & TIMELINE

The following are the checklists and timelines that I use to prepare for speaking events,

## 4 Weeks Prior to Event:

Schedule a pre-speech call with Jennifer Ransaw Smith to:

- Confirm travel + logistics
- Outline expectations of keynote
- Provide detailed overview of the audience and their challenges
- Discuss results of the questionnaire that was provided when the contract was signed

## 2 Weeks Prior to Event:

- Identify 2-3 people who will be in attendance and can be used during presentation
- Provide our team with their head shots and contact information
- Print or order printed copies of handout

## 1 Weeks Prior to Event:

- Confirm that handouts have been printed
- Confirm backdrop color
- Confirm time for A/V check
- Confirm who will be introducing Jennifer Ransaw Smith
- Confirm written or video introduction
- Confirm outside contact with cell phone
- Confirm list of VIPs
- Confirm the final agenda

## Post event

- Post-wrap-up call
- Get survey results
- Get testimonial/ recommendation



# CONTACT

The following are my contact details to connect with me and share on social media.

## ORIGIN OF TRAVEL

Baltimore Washington International Airport  
Secondary option: Reagan National (DC) with transportation provided

**CELL:** (403) 474-7699

**EMAIL:** jennifer@personalelevation.com

**FACEBOOK:** <https://www.facebook.com/jenniferransawsmith>

**INSTAGRAM:** <https://www.instagram.com/jenniferransawsmith/>

**LINKEDIN:** <https://www.linkedin.com/in/jenniferransawsmith/>

**TWITTER:** <https://twitter.com/JRansawSmith>

**TIFFANY BRACKENS( ASSISTANT):** (443) 474-7699  
tiffany@personalelevation.com