

Event Planning & Technical Collaboration Guide

For Keynotes & Masterclasses by Kenneth Kwan CSP

(Author | Global Leadership Speaker | Deep Impact Pte Ltd)

Welcome

Thank you for choosing to collaborate with **Kenneth Kwan**. We believe that outstanding events are co-created — through compelling content, strategic alignment, and seamless planning.

This guide has been thoughtfully designed to support you in creating a high-impact, engaging, and stress-free experience — whether you're planning a keynote, masterclass, or leadership conference.

Key Planning Areas

1. Strategic Alignment Call

Why it matters: For Kenneth to deliver maximum value, we begin with a strategic alignment call to understand your event.

We'll align on:

- Event theme, goals, and desired takeaways
- Audience profile: roles, seniority, industry, key challenges
- Organisational culture and sensitivities
- Internal phrases, examples, or terminology to include/avoid

- Preferred format: Q&A, polls, shout-outs, or breakout activities
- Past speaker experiences (what worked well, what didn't)

2. Understanding the Audience

Why it matters: Every audience is different. Knowing their energy, expectations, and communication style enables Kenneth to connect more meaningfully.

We'll need from you:

- A brief on your audience's tone and expectations
- Communication style (formal, conversational, energetic)
- Cultural considerations or sensitive topics
- Your brand and internal messaging guidelines (if any)

3. Administrative & Contractual Details

To be provided:

- Signed speaker agreement
- Full event details: date, time, venue, audience size
- Programme flow or agenda
- Designated event liaison/contact person
- Information on any pre-event media or publicity (optional)
- Format of Projection Screen used on event day. 16:9?

4. Travel & Accommodation (For Overseas Engagements)

If applicable, please arrange:

- Hotel accommodation
- Airport and venue transfers
- Visa invitation letter (if required)
- Detailed itinerary and local contact person

Technical & AV Requirements

For Keynotes

Requirement	Details
Microphone	Wireless headset/lapel mic or Wireless handheld (preferred)
Clicker	Professional-grade
Presentation Slides	Sent in advance for testing;
Visual Setup	Large high-resolution screen; comfort monitor recommended
Sound System	Must support microphone
Stage Setup	No podium needed unless requested; clear lighting and visibility.
AV Support	Dedicated technician; full run-through at least 60 minutes before

For Masterclasses

Requirement	Details
Room Layout	Cluster seating (5–7 per group) preferred; U-shape if needed
Flipcharts & Materials	Minimum 2 flipchart stands, markers, name tents, Blue Tack
Microphone	Wireless handheld or lapel microphone
Projector & Wi-Fi	Projector with HDMI input; stable high-speed Wi-Fi
AV Technician	On-site during setup and throughout session
Power Access	Accessible sockets and extension leads for laptops

Onsite Checklist (Event Day)

Whether keynote or masterclass, please arrange:

- ✓ Venue access 90 minutes before start
- ✓ Quiet preparation area or green room for Kenneth
- ✓ Bottled water & light refreshments
- ✓ Audience seated promptly
- ✓ Host or emcee briefed with official speaker intro
- ✓ Event liaison on hand for coordination
- ✓ Printed materials/workbooks (if provided)

Marketing & Publicity (Optional)

If you wish to promote the event, Kenneth is happy to support with:

- High-resolution speaker photos or approved bio
- Short teaser or promotional video
- Customised video invite for internal or public circulation
- Social media sharing (please provide event handles or hashtags)

Final Note

At **Deep Impact**, we don't just deliver talks — we **create transformational moments** that help the audience to commit, shift mindsets, and act with confidence.

If you have any additional requests, preferences, or logistical concerns, we're happy to accommodate and customise.

Let's work together to create a truly **unforgettable event**.

Contact Details

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