



Freeman⁷

From script to stage

Creating impactful messaging
for your general session

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Consumers connect with brands who understand them.

Showcase that understanding with an event and an opening session tuned to their preferences. What and how you communicate should be relatable, engaging, and tied to your event objectives.

Follow these steps to create meaningful and memorable messaging your audiences want:

1

Go for the goals

Determine the key takeaways you want your attendees to take home and then strategize effective ways to convey those concepts.

2

Dare to theme

Choose a theme that aligns with your goals, your brand, and your industry. And make sure it's relatable to your attendees. Make a lasting impression by weaving it through key touch points — from open to close.

3

Deliver in style

Work with your design team to develop a branding style guide that's unique to the event. Think impactful and fun with purpose: Convey a cohesive look and feel audiences remember.

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Design an experience environment

Work with your production team to create a space that's as engaging as the session. Consider alternative stage setups and unique seating arrangements to create new perspectives (literal and figurative). Have a man-on-the-street camera crew capture real-time reactions and clips to feature during and after the event.

4

Captivate with content

Think like your audience (again). What will engage them? What do they want to see? Bullet points are so 2019. Instead, captivate with imagery and video that surrounds, immerses, and transports attendees. Bonus points for moments of vulnerability, levity, and humor.

5

Speak easy

Hire presentation coaches to groom your presenters. Work with this team to develop guidelines and best practices with pre-event coaching and practice sessions. Then rehearse, rehearse, rehearse.

6

Take a remote view

Engage off-site audiences with unique insight into the experience — mobile cameras can provide unique perspectives and bring viewers closer to presenters. Include special views and cutaways that help them connect with the content from afar. Use an online chat platform for Q&As and have your moderator answer remote audience questions first.





Seize the in-person days

An in-person company meeting presents a golden opportunity — having everyone, including leaders, in one place at the same time, which can be rare in this remote era. Capitalize on it by capturing content that can be used throughout the year. Unsure about upcoming themes? Record messages using a green screen — your editor can add the theme later. Now you've got future content without future expenses.

7

Add the unexpected

Create moments that keep your attendees on their toes: sizzle videos in unforeseen moments, personalized messages, surprise guests, skits to transition between sessions, or even video capture of live audience reactions (think sporting event “kiss cams” minus the kiss). Secondary stages featuring live music, a DJ station, or other entertainment can also add an energizing and fun element of surprise.

8

Step outside your event comfort zone

Try something that's a departure for your brand or industry: slam poetry at a tech event, improv comedy to lighten up a research-heavy presentation, or live artists recreating challenging scenarios your industry is trying to solve.

Creating impactful messaging for your general session takes time and effort. But your work will pay off with an opener that energizes audiences and sets the tone for an effective and memorable experience.

**Ready for a keynote
messaging makeover?**

Let's script it