

CLIENT SUCCESS

Jon's most impressive skill is driving results.

Jon Stetson
America's Master Mentalist



SECRETS TO MAXIMIZING YOUR INVESTMENT

Booking the right talent for your event is directly related to your success. Use these tips to select the right talent to get the results you expect.

Audience Connection

The best talent connects with diverse audiences, tailoring their message and delivery to resonate with various backgrounds, interests, and levels of expertise. Connection = Impact.

Originality and Uniqueness

Seek talent with a fresh perspective or a unique angle on topics. This keeps the audience engaged and provides a memorable experience.

Engagement Skills

Prioritize talent who can **engage** the audience effectively. Interactive sessions, Q&A segments, and audience involvement enhance the overall experience and drive better results.

Emotional Impact

Look for talent that evokes emotion and inspires attendees. A passionate and impactful presentation leaves a lasting impression.

Adaptability

Look for talent that can adapt their content and performance style to align with your event's tone, whether it's formal, casual, motivational, or educational.

Customization

Talent should be able to customize their content to suit your event's objectives and audience demographics to provide a more impactful message.

Entertainment Quality

When hiring entertainment-based talent, ensure the talent's quality matches the event's level of professionalism.

Pre-event Planning and Communication

The right talent should be proactive in discussing event details, and logistics, and can alter content to ensure a smooth and well-coordinated presentation that is **aligned** with your objectives.

Tech-Savviness

In today's digital and post-COVID age, it's important your talent can connect with your audiences using various technologies, especially if your event involves virtual or hybrid formats.

Value vs Price

While cost is a factor, prioritize **value** over the lowest **price**. Evaluate how the talent's contribution aligns with your event's impact and goals and your return on your investment.

Visual and Aesthetic Appeal

For live events, consider the talent's stage presence, attire, delivery, and overall visual appeal, as these elements contribute to the overall ambiance and ultimate success.

Timeliness, Reliability, and Solid Processes

Punctuality, reliability, and solid processes are crucial. Working with a seasoned professional decreases the risk and investment of time by your organization to produce the show.

Reputation and References

Seek out reviews, testimonials, and references from the talent's previous clients to ensure their professionalism and performance quality.



Book Jon
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