

RYAN AVERY'S PRESS KIT

Thank you for hiring Ryan Avery to keynote your next event. We want to make your job easier and below are links to information that will support you in planning, preparing and promoting this event. Need more information? No worries, we have you covered. [Email us](#) and we will get you what you need.

THE PRE EVENT MATERIALS

- 1** Section 1: Ryan Avery's Biography and Headshots
- 2** Section 2: Program Descriptions
- 3** Section 3: Shareable content (includes links to videos, social media posts, etc.)

THE EVENT MATERIALS

- 1** Section 1: Introduction Copy
- 2** Section 2: A/V requirements
- 3** Section 3: Recommended room layout for optimal learning and success

POST EVENT MATERIALS

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THE PRE EVENT MATERIALS

Ryan Avery's biography:

Ryan Avery is one of the Millennial generation's most profound speakers on strategic communication, negotiation and leadership. At age 25, Ryan became the youngest World Champion of Public Speaking in history, competing against more than 30,000 contestants from 116 countries to claim the 2012 World Championship for Toastmasters International.

As an Emmy-award winning journalist, two-time best selling author and world record holder, Ryan has delivered more than 500+ keynotes in 33 countries around the globe. Ryan currently lives in the United States with his family and is on the mission to show leaders how to **Go From A to THE®** in their industry!

Ryan Avery's Headshots

Ryan's Headshot #1



Ryan's Headshot #2



Ryan's Headshot #3



Ryan Speaking on Stage #1



Ryan Speaking on Stage #2



Ryan Speaking on Stage #3



Want more photos or examples of fliers, posters and marketing materials other clients have created for Ryan's keynote? [Email us](#) and we can send you more selections to fit your marketing needs!

Go From A to THE®: Stop Being A Leader. Start Being THE Leader!

Today's world is competitive, innovative, and seriously fast-paced. When we are serious about growing our business, it is no longer acceptable to offer **A** product, **A** solution or even be **A** Leader. Today's consumers, employees and followers want **THE** product, **THE** solution and **THE** leader to follow. When we want to eliminate our competition, set record sales, motivate others to action and produce solutions that actually matter, it's time to **go from A to THE**. Ryan Avery is the right speaker to deliver these game-changing, life-magnifying strategies that allow audience members to step up to achieve next-level results.

What will you learn?

- The strategic communication strategies top leaders use around the world to persuade, engage, and retain top talent and customers
- The strategic storytelling strategies that masterfully allow leaders to connect across diverse generations and cultures
- The strategic leadership strategies top entrepreneurs use that differentiate you from your competition and getting people to take action

Get ready to **Go from A to THE®** in your market, your industry, and in the minds and referral base of your customers.

How to Recruit and Retain the Next Generation of Leaders

The clock is ticking. By 2025, more than 60% of your consumer and employee base will be people of a younger generation. What that means for us is that the time is now to ensure our team has the skills and strategies to effectively communicate, motivate, engage and sell our products, services, and business to this significant demographic. Ryan Avery dives right in and shares with audiences the top strategies pulled from his best-selling book, *Motivating Millennials*.

What your team will learn?

- The significant difference between *Managing your team* versus *Motivating them* and the real reason one is costing you money, substantial headaches and energy
- The super-efficient way to expertly identify the next group of leaders who will grow your legacy and take your company to the next level in sales and significance
- How to deploy the simple, yet little-known solutions for turning the next generation into your top marketing allies and source of sales and referrals

Get ready to turn your frustration into their motivation and how to blow the lid off this extraordinary market segment we call Millennials.

Connect More. Convince Less.

What's costing your team members the sale? The win? In most cases, they are missing relevant **connection!** They might not know how to weave the communication threads necessary to build the relationships that help to form customers for life. The kind of relationships that not only buy – but also refer. That's where Ryan Avery brings out the game-changers. He challenges sales audiences to stop "convincing" and start **connecting** with the clients, customers, and prospects that will grow your company to new levels of success.

What will your sales team learn?

- How to effectively communicate for today's consumers
- How to build bridges using the right words, stories, and messaging to actively engage customers in the buying and referral process
- How to easily navigate generational and cultural hurdles to ensure we connect with people from a broad diversity of backgrounds
- What it takes to develop followers who will remain loyal, even in today's competitive market

Get ready to learn new sales strategies that sharpen your skills and create customers for life.

Chelsea & Ryan Avery: Better Together Navigating the Entrepreneurial World in Tandem

Relationships are complex. The entrepreneurial lifestyle can be intense. Being successful and feeling fulfilled in both takes a unique blend of communication strategies, boundary-setting, goal setting and a lot of perseverance! Owning a business and accomplishing big goals can be challenging, and it can also be uniquely rewarding when you do it together. In this insightful and value-filled workshop, Chelsea and Ryan Avery share exactly what it takes to build the best relationship with your partner/spouse while also being in business together. They provide strategies that make the journey as obstacle free and purposeful as possible.

What will you learn?

- The processes and paths Chelsea and Ryan Avery have implemented to successfully navigate growing their business in tandem for over a decade
- Insights and ideas gathered from working with couples from around the globe that have already identified the red flags and rough spots
- Boundary-setting that helps you both keep the peace
- Real-world smart solutions and time-tested strategies to ensure BOTH your business, family and your marriage thrive throughout the process

Get ready to invest in your business AND your marriage so you can enjoy all parts of your life and thrive at home and at work.

Ryan Avery's Sharable Videos:

How to demonstrate your confidence: <https://www.youtube.com/watch?v=jPPvUPzNBLw>

How to follow the triangles of success: <https://www.youtube.com/watch?v=Zh9odvyld7A>

Offering opinions vs. feedback: <https://www.youtube.com/watch?v=jH-ktatU9IE&t=11s>

How to make the ULTIMATE to-do list: <https://www.youtube.com/watch?v=I5N1v5FzID4>

Ryan's Shareable Forbes Articles and more:

[*The 7 Worst Words to Use in Sales*](#)

[*How to Be Inspired vs Jealous*](#)

[*How to Ask for That Well Deserved Raise*](#)

[*5 Lessons Learned Being a World Champion*](#)

[*9 Reasons Why "Those" People Always Win*](#)

[*9 Speaking Tips For Non-Native Speakers*](#)

Copy and Paste Social Media Posts

We can't wait to have @AveryToday be this year's keynote speaker! Check out how Ryan Avery creates THE ultimate to-do list with this video: <https://www.youtube.com/watch?v=I5N1v5FzID4>

Very excited to announce we will have @AveryToday as this year's keynote speaker! Check out this video where Ryan Avery shows us how to demonstrate our confidence as leaders: <https://www.youtube.com/watch?v=jPPvUPzNBLw>

We are bringing in International Keynote Speaker @AveryToday to open this year's conference! Get ready to laugh, learn and make it THE event of the year! Don't miss out... register today!

Why be A leader when you can be THE leader? Keynote Speaker Ryan Avery will share strategies and insights at this year's conference that will show us how to **Go from A to THE®** in our industry! #GoFromAtoTHE #Leadership @AveryToday

Are you ready for Ryan Avery's keynote? 2x World Record Holder. Best-selling author. World Champion! @AveryToday is going to show us how to accelerate our achievements by being strategic with our words, actions and follow up!

Delivering more than 500+ keynotes on every continent in the world, come here one of the Millennial generation's most profound keynote speakers @AveryToday at this year's conference. It is going to be PACKED with value and strategies we all can use to be THE in our industry!

THE EVENT MATERIALS

Ryan's Introduction

TODAY WE HAVE RYAN AVERY TO SPEAK WITH US
IN 2012,

RYAN AT AGE 25,
BECAME THE YOUNGEST WORLD CHAMPION OF PUBLIC SPEAKING
IN HISTORY;

HE COMPETED AGAINST 30,000 PEOPLE
FROM 116 COUNTRIES
TO WIN THE CHAMPIONSHIP TITLE!

RYAN IS ALSO AN EMMY AWARD WINNING JOURNALIST,
TWO-TIME BEST SELLING AUTHOR
AND LIVES IN DENVER, COLORADO
WITH HIS GROWING FAMILY.

RYAN IS HERE TODAY
TO SHARE STORIES, STRATEGIES AND INSIGHTS
THAT WILL SHOW US
HOW TO GO FROM A LEADER
TO *THE LEADER* IN OUR INDUSTRY

PLEASE HELP ME WELCOME,
RYAN AVERY!

Ryan's A/V Requirements:

- Projector and screen (not in the way of the stage)
- No lectern is needed
- At least one clean whiteboard or clean flipchart with markers
- If attendance is greater than 50 people a wireless lavalier microphone is needed
- Audio output for playing videos from the computer
- Ryan uses Mac and has all adapters and versions of his PowerPoint available
- If audience is greater than 400 people an IMAG to capture Ryan on stage and screen so all can see his flip chart strategies.
- Examples of good room layouts and set up ([Example #1](#), [Example #2](#), [Example #3](#))

Ryan's Travel:

Ryan Avery's assistant will book all related travel (coach air, hotel and car) for this event unless otherwise stated. If you have access to the hotel's room block, please notify [Ryan](#) or [his assistant](#) 90 days before the event. Thank you.

THE POST-EVENT MATERIALS

Ryan's Testimonial Form: [Click here to share testimonial](#)

Ryan's 2019 W9 Form: [Click here to download and print](#)

Ryan's 2020 W9 Form: [Click here to download and print](#)

Ryan's Contact Information:

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