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| --- | --- |
| 1. **To what size group will the speech be delivered?** Answer = 3000 |  |
| **2. The speech will be delivered to a group made up of mostly?**  Answer = gym operators |  |
| 1. **Where will the event be held?** Answer = san Diego conference center |  |
| **4. What kind of speech do you want?** Answer = formal, operators are wearing jackets, 3000 people, big screens om stage, but a little humor |  |
| **5. Is there a key person(s) to whom the speech will be given? Tell us their name(s) and a little about his/her personality.** Answer = no |  |
| **6. Please share information about events or memories you have together that you would like mentioned in the speech.** Answer = its an annual event with education and trade show |  |
| **7. What do you want your audience to think or feel as a result of experiencing your presentation?** Answer = that we are leaders in the industry and credible |  |
| **8. Is there an action that you would like your audience to take as a result of experiencing your presentation?** Answer = watch the video |  |
| **9. What is your deadline for delivering the speech?** Answer = 13th March – I need it by 8th march |  |
| **10. Finally, please provide your speechwriter with any additional information you would like to have included in your speech. Include all information you feel is essential to your speech.** |  |

I wrote this

Thanks Joe and good morning everyone, I too would also like to say a big, warm welcome to IHRSA 2019.

I think we can all come together as one industry this week and agree that we are here to achieve three things, that is to **learn**, to **innovate** and to essentially, **get better** at what we do for a day job, one rep at a time, just like our member.

Breaking those 3 things down, **learning** can come many ways, some enjoy reading industry journals or listening to industry podcasts throughout the year, others will make gains by attending seminars this week in San Diego and taking copious amounts of notes on the infamous yellow legal pad, others will network on the trade show floor which opens tomorrow, and others will network at the bars which open in just a few hours, I am assured, however you learn, what is key, is that you **want** to learn, it’s a state of mind, and the very fact you are spending time this week at IHRSA, is testament to yours.

Next is **innovation**- Innovation is a word that gets applied to technolgy a lot, and last year when Jim Worthington handed the team and I at Myzone the Associate member of the year award, we were ackondlged in large part, for innovation, for which we were most grateful, but innovation stretches beyond technolgy, it can include improving systems, marketing mixes, leadership styles, and recruitment strategy to name a few - innovation is the blend of both the creative and analytical sides of the brain working together in concert, and innovation is the only way to grow in a changing world, a changing industry, and a changing marketplace.

Essentially, both learning and innovation is about **getting better,** its about catching the winds of change, and not taking last quarter’s results for granted,.

At Myzone we live and breath these values, that is why we sponsor industry events like this today, that is why we are now hosting Myzone U across 3 continents in 2019, it is why we are hosting an executive breakfast tomorrow morning across the road at Hard Rock, a breakfast which is sold out with 600 registered guests, to tackle Business Intelligence and how to apply it in our space, but it is also why we put our head down in the last 12 months, and innovated our product to solve for more problems, your problems…..let’s take a look….

(throw to video)