

Russell Betts

Founder, Relational Intelligence Framework
Creator, Connected Through Change

AUTHOR • SPEAKER • STRATEGIST



AN ENGAGEMENT GUIDE FOR MEETING PLANNERS

Creating a Meaningful Experience

How do we create the greatest possible value for your audience?



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russellbetts.com/speaking

THANK YOU

Thank you for considering me as part of your event.

I know the responsibility that comes with inviting someone to speak to your audience. Whether your attendees are conference participants, executive leaders, volunteers, or community members, they have invested their time with the expectation that the experience will be worthwhile. My commitment is to honor that investment.

Every audience is different. Rather than delivering the same presentation everywhere I go, I work with organizers to understand the unique challenges, goals, and conversations already taking place within your organization. Together, we can create an experience that feels relevant, practical, and memorable.

MY PHILOSOPHY

I don't believe audiences need another motivational speech.

Most audiences already know they should communicate better, lead better, or work together more effectively. What they often need is a new way to understand why familiar approaches are no longer producing familiar results. That is the purpose of every engagement.

Rather than offering quick answers, I help audiences develop a shared language for understanding pressure, relationships, leadership, and change. Those conversations often continue long after the event itself has ended.



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BEFORE THE EVENT

The best presentations begin long before anyone walks on stage.

Whenever possible, I appreciate the opportunity to learn about your audience beforehand. Helpful information includes:

- The purpose of your event
- Your audience's current challenges
- Why this topic matters now
- What success looks like for your organization
- Previous keynote themes or related initiatives
- Any organizational language or values that should be incorporated

This preparation allows me to tailor examples, stories, and language to your audience while remaining true to the central ideas of the presentation.

DURING THE ENGAGEMENT

Every presentation is designed to be a conversation, even when hundreds of people are in the room. My goal is not simply to present information. It is to help people recognize themselves in the conversation. Participants can expect:

- Thought-provoking stories
- Practical frameworks
- Reflection without blame
- Research translated into everyday language
- Ideas that can be applied immediately

I believe audiences learn best when they feel invited into the conversation rather than talked at.



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CREATING LASTING VALUE

The best keynote is rarely the end of the experience.

If appropriate, I encourage organizations to think about how the conversation can continue after the event. Depending on your goals, follow-up options may include:

- Executive leadership conversations
- Workshops
- Facilitated discussions
- Organizational assessments
- Reading recommendations
- Educational resources
- Ongoing leadership development

These opportunities are always designed around your organization's needs rather than a predetermined program.

PRACTICAL INFORMATION

TYPICAL FORMATS

- Conference Keynotes
- Leadership Retreats
- Executive Briefings
- Association Conferences
- Workshops
- Fireside Conversations
- Panel Discussions
- Podcast Interviews

PRESENTATION LENGTH

Presentations can be adapted to fit your agenda. Common formats include:

- 30 minutes
- 45 minutes
- 60 minutes
- 75 minutes
- 90 minutes
- Half-day workshops

AUDIENCE SIZE

From executive leadership teams to conference audiences of several hundred participants. Each engagement is designed to create meaningful interaction regardless of audience size.



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WORKING TOGETHER

After confirming an engagement, you'll receive:

- Biography (multiple lengths)
- Introduction scripts
- High-resolution headshots
- Session description
- Promotional copy
- AV requirements
- Marketing support as needed

If requested, I'm also happy to participate in pre-event planning calls to ensure the presentation aligns with your event objectives.

A FEW THINGS WORTH KNOWING

I don't believe every audience needs the same presentation.

I don't believe every question has a simple answer.

I don't believe inspiration alone creates lasting change.

I do believe meaningful conversations change how people think.

And when people begin thinking differently together, organizations begin changing together.



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Let's Begin the Conversation

Every event has its own story.

I'd welcome the opportunity to learn about yours and explore how we can create an experience that serves your audience well.

SPEAKING & MEDIA INQUIRIES

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APPENDIX

Frequently Asked Questions

Meeting planners almost always have these questions. Answering them here keeps the guide focused on the experience while giving organizers the logistical information they need in one place.

Q. Can the presentation be customized?

A. Yes. Examples, stories, and language are adapted to your audience and objectives while preserving the core framework of the talk.

Q. Do you participate in Q&A sessions?

A. Yes, Q&A can be built into the session format when it serves the event's goals.

Q. Are workshops available?

A. Yes. Workshops and facilitated discussions are available as standalone sessions or as a follow-up to a keynote.

Q. Do you offer book signings?

A. Yes, book signings can be arranged as part of the event schedule.

Q. Can sessions be recorded?

A. This can be discussed on a case-by-case basis depending on the event and intended use of the recording.

Q. Are virtual presentations available?

A. Yes, virtual and hybrid formats are available in addition to in-person engagements.

Q. Do you speak internationally?

A. Yes, international engagements can be discussed and arranged.

Q. What AV setup do you require?

A. Standard AV requirements will be shared ahead of the event to ensure a smooth presentation.