



SpeakerNet News

P R E S E N T S

The Anatomy of a Remarkable Convention-Maker Keynote

A teleseminar with Joe Calloway, CSP, CPAE


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Joe Calloway.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

1440 Newport Ave. San Jose, CA 95128 408.998.7977
editor@speakernetnews.com • www.speakernetnews.com



The Anatomy of a Remarkable Convention-Maker Keynote

with Joe Calloway, CSP, CPAE

If you were at the 2004 National Speakers Association convention, you heard one of the most remarkable, innovative, impactful, memorable keynote speeches we've had in many, many years. Joe's "Success Means Letting Go of What USED to Work!" will go down in the annals of NSA history as a presentation people talk about for years. In fact, a number of the keynoters and breakout presenters incorporated his key ideas into their presentations. And his key call-back phrases were heard throughout the halls for the remainder of the convention.



We—and we think you—want to know how he developed this breakthrough presentation. Joe has agreed to be interviewed on his process so we can all learn how to develop and deliver presentations that live on and on beyond our brief time on the stage.

You'll learn:

- How he crafted such an innovative, unusual, home-run talk
- How he decided on this topic for this group
- How he researched it
- How long he worked on it
- What he did to practice
- Some of the processes and principles he used that we can apply to our presentations

About Joe Calloway:

Joe Calloway is a restaurant owner, business author, and branding consultant whose client list reads like a "Who's Who" in business ... from newspapers in Sweden, hotels in Great Britain, and computer companies in South Africa to world brands like American Express and IBM.

Joe is a guest lecturer with both the Graduate School of Business at the University of Tennessee and the Center for Professional Development at Belmont University.

Joe is also a partner in Mirror, an award-winning restaurant in Nashville, which was recently featured on television's Food Network.

A recent issue of Sales and Marketing Management Magazine called Joe "an expert on developing customer focused teams," and a National Customer Services Advisory Board called Joe "one of the most innovative and compelling people in the service industry."

Joe's new book, [*Becoming a Category of One*](#), has been released by John Wiley & Sons publishing.

Joe Calloway speaks frequently on business competition, and he has been inducted into the Speakers Hall of Fame. Joe is nationally known as a straight-talking expert on how to compete and win in today's marketplace.

www.joecalloway.com

SpeakerNet News Teleseminar
“The Anatomy of a Remarkable Convention-Maker Keynote”
with Joe Calloway, CSP, CPAE
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: I want to start this teleseminar a little differently because part of Joe’s message at his keynote speech was about letting go. So we are going to let go of our normal way of beginning. I want to give you a little preamble before I introduce Joe.

I am going to interview him on how he crafts remarkable and memorable keynotes. We’ll be referencing the keynote he gave at the 2004 National Speakers Association Convention. Even if you were not at that event, or have not watched the video or listened to the tape, lots of this information will still be relevant to you.

However, if you are one of those people who don’t want to be around other people discussing a movie until you’ve seen it, you’ll want to stop reading until you’ve ordered the video of his program. If you have no intention of watching the video then you’ll still get a lot of value out of Joe’s ideas. We will be discussing Joe’s surprise ending so if you don’t want to know the secret, then stop now.

If you want to see the presentation we’ll be referring to, go to <http://www.conventionsuccess.com> and do a search for “Joe Calloway.” Find his session titled, “Success Means Letting Go of What Used to Work” and order the video. If you just get the audio, you’re going to miss some major elements that are critical for the success of this program.

Now let me introduce our next expert, Joe Calloway, CSP, CPAE. Joe is a restaurant owner, business author and branding consultant. He has gone from being a very, very good speaker to being a remarkable one, though interestingly, he doesn't bill himself as a speaker. He has let go of what worked well and crafted something that is now a home run. We've invited him to be with us today to give us his insights into how he creates stellar, remarkable and memorable presentations. Joe, thank you for being with us today and sharing your philosophy and secrets on how you created this home run session.

JOE: I'm tickled to be here, Rebecca. Thank you for inviting me. It's quite an honor—I promise you.

REBECCA: Let's talk about how you usually craft remarkable keynotes. We'll use the one that many of us heard in July at NSA as a reference point. A lot of the questions we got from pre-session surveys were about what went through your mind when Lisa Ford called you and said, "We'd like you to be a keynoter at the convention." How did you decide what you were going to talk about for this group?

JOE: That's what makes this NSA speech so different. When Lisa asked me to do the keynote, she did not assign a topic. It was wide open. President Mark Sanborn's theme was, "Eloquence to the Power of Expertise" and so I had that. I thought about this for 13 months. The first big challenge was, "What's it going to be about?" and that makes it very different from 99 percent of the keynotes that we all give where the client says, "We'd like you to do your speech on..."