

**Shep Hyken Items of Importance**  
**(They must be important. Clients always ask for them.)**

**The “Official” (and somewhat boring) Shep Hyken Bio**

**Please note: This is not Shep’s introduction.**

Shep Hyken is a [customer service and experience expert](#) and the Chief Amazement Officer of Shepard Presentations. He is a *New York Times* and *Wall Street Journal* bestselling author and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession. Shep works with companies and organizations who want to build loyal relationships with their customers and employees. His articles have been read in hundreds of publications, and he is the author of [Moments of Magic®](#), [The Loyal Customer](#), [The Cult of the Customer](#), [The Amazement Revolution](#) and [Amaze Every Customer Every Time](#). He is also the creator of [The Customer Focus™](#), a [customer service training](#) program which helps clients develop a customer service culture and loyalty mindset. (Now available as an online/web-based training program!)

In 1983 Shep founded Shepard Presentations and since then has worked with hundreds of clients ranging from Fortune 100 size organizations to companies with less than 50 employees. Some of his clients include American Airlines, AAA, Anheuser-Busch, AT&T, AETNA, Abbott Laboratories, American Express - and that’s just a few of the A’s! Shep Hyken’s most requested programs focus on customer service, customer loyalty, internal service, customer relations and the customer experience. He is known for his high-energy presentations, which combine important information with entertainment (humor and magic) to create exciting programs for his audiences.

Shepard Presentations, LLC

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Follow on Twitter: [@hyken](https://twitter.com/#!/hyken) (<https://twitter.com/#!/hyken>)

**A/V Requirements**

**Sound:** Lavalier microphone – wireless or with a long (at least 50 foot) cord. It is preferred that this is not the same microphone that the introducer will be using.

**Staging:** A riser/stage approximately 8’x12’ or larger. A lectern is not needed. Shep works center stage. If a lectern is being used for other presentations, please position it at least four feet from the front edge of the "stage." Shep will work in front of the lectern. Also needed on stage is a small table. (A small “round cocktail table” is just perfect.) Depending on the type of program, Shep may use a flip chart. He will inform you if that is necessary.

**Lighting:** Lighting is important. Please make sure Shep has a well-lit "performance area." Most meeting rooms are fine, but when Shep does after-dinner programs the lights must be full and bright. (Shep’s programs are not intended for low light /romantic settings.)

**Introduction on the next page!**