

Items of Importance

(They must be important. Clients always ask for them.)

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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 that 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](#), [Amaze Every Customer Every Time](#), [Be Amazing or Go Home](#), [The Convenience Revolution](#), and [I’ll Be Back](#). He is also the creator of [The Customer Focus™](#), a [customer service training](#) program that helps clients develop a customer service culture and loyalty mindset. (Now available live or as an online/on-demand/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 Amazon, 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 speaking programs focus on customer service, customer loyalty, internal service, customer-focused culture and the customer experience. He is known for his high-energy presentations, which combine important information with entertainment to create exciting programs for his audiences.

Shepard Presentations, LLC
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A/V Requirements

- **Sound:** Wireless Lavalier microphone – It is preferred that this is not the same microphone the introducer will be using. Shep may use a second hand-held microphone if he goes into the audience during the presentation. He will discuss this during the pre-event/content call.
- **Staging:** A riser/stage approximately 8'x12' or larger. A lectern is not needed. Shep works center stage. If a lectern is 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 during the pre-event/content call.
- **Lighting:** Please make sure Shep has a well-lit “performance area.” Most meeting/conference rooms are fine, but the lights must be full and bright when Shep does after-dinner programs. (Shep’s programs are not intended for low light /romantic settings.)
NOTE: Shep may go into the audience. Please light appropriately, especially if you plan to use video or IMAG (projecting Shep onto a larger screen).
- **Equipment/Technology:** If Shep uses a PowerPoint presentation, he will bring it with him on a USB flash drive and use whatever equipment the facility/venue has available.

OTHER:

- Photographs of Shep can be found at <https://hyken.com/meeting-planners/>

Need anything else? Just ask! (After all, Shep is the customer service guy!)

Shep Hyken Introduction

BIG so you can read it!!

Short, because when it comes to introductions, if the guy is good, get on with it! And, if he's bad, get it over with! Either way, SHORT is better! (The audience can read Shep's bio. The introducer doesn't need to!)

Shep Hyken is the Chief Amazement Officer at Shepard Presentations, an award-winning keynote speaker and *New York Times* and *Wall Street Journal* best-selling business author. As one of the leading experts in the field of customer service and experience, Shep works with companies who want to build loyal relationships with their customers and employees.

Today's presentation is titled

Please welcome Shep Hyken!

(Or... Forget about the title of the presentation and just say, "Please welcome Shep Hyken!")