
STORYTELLING CHECKLISTS FOR EVENTS AND PUBLIC SPEAKING ENGAGEMENTS

Prep

- Ensure speaking engagement/event participation aligns with guaranteed income narrative goals, looking at the event theme, messaging, sponsors, invited speakers, and location.
- Determine if there is an available and ready GI recipient/storyteller for the event by checking your storybank and/or consulting with relevant staff.
- Share key information for the storyteller including event location, time, presentation time available, any requests for materials if needed, links to the event website and past speakers/storytellers, timing, and other relevant details. Review the Bill of Rights for Storytellers with the individual.
- Schedule practice time with the storyteller beforehand to review their story, highlight key messaging/calls to action, confirm any changes or edits needed, and provide feedback. Determine if any research or data should be included in the story that they may want to reference.
- Coordinate any accommodations needed for the GI recipient/storyteller such as translators, transportation or childcare to participate.

After the event

- Keep track of completed events/speaking engagements in the story bank. Can add a tab linking to details.
- Share videos (if available) of the final story with the GI recipient/storyteller.
- Debrief after the story presentation/performance and assess whether the event helped further the guaranteed income platform.
- Look for opportunities to promote the story via email, website and social media.