

MEETING PLANNER RESOURCE

Jeff Wisotzkey, PhD

Everything You Need for a Seamless, High-Impact Event

Event planners choose Jeff because he is easy to work with, dependable, and deeply committed to delivering a memorable experience for your audience.



KEYNOTE PRESENTATION

“Being Right Isn’t Enough”

About This Presentation

Poor presentation delivery quietly costs organizations momentum, money, and influence.

Industry conference presentations don’t fail loudly.

They fail quietly, through hesitation, delayed decisions, and nothing happening next.

Being Right Isn’t Enough explores why strong ideas, solid data, and expert insight so often fail to gain traction, and what actually makes them take hold. This keynote looks at the human moments before and during communication when trust is formed, attention is granted, and meaning finally clicks.

Blending neuroscience, real-world experience, and storytelling, this talk shows why most professionals, especially scientists, clinicians, and technical leaders, approach communication backwards. Being right matters. But it isn’t enough. Ideas take hold only when they align with how people think, decide, and feel in real time.

Grounded in the principles of Jeff’s books ***Instant Credibility*** and ***The Readiness Gap***, this session delivers practical, immediately usable insights that help complex ideas break through, without dumbing them down.

This is not about presentation tricks.

It’s about closing the Readiness Gap!

Jeff Wisotzkey
717-858-4179
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Audience Takeaways

Participants will learn how to:

- Understand why being right isn't enough to earn attention or trust
 - Recognize what happens in the brain before people decide to listen or disengage
 - Translate complex ideas into messages that connect and change behavior
 - Close the Readiness Gap – prepare audiences for the message, before the delivery
 - Create moments where understanding, trust, and action align
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Ideas don't take hold because they're correct.
They take hold when people are ready to receive them.

This talk shows you how to create that moment.

Why Event Planners Love It

- Applies equally to leaders, technical professionals, and large mixed audiences.
 - Practical, immediately usable communication tools.
 - Warm, humorous, and highly engaging storytelling.
 - Helps every attendee become a more credible, confident communicator.
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Ideal For

- ✓ Scientific, Medical & Healthcare Conferences
 - ✓ Research & Technical Organizations
 - ✓ Leadership & Executive Audiences
 - ✓ Corporate Offsites & Strategy Meetings
 - ✓ Associations working with complex or high-stakes information
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Jeff understands the pressure of live events, and he works closely with your team to ensure an outstanding experience from planning to execution.

You can expect:

- **Quick responses** and easy communication.
 - **A customized experience** based on your audience and goals.
 - **Professionalism and reliability** throughout the planning process.
 - **A polished, inspiring keynote** that resonates long after your event ends.
 - **Engaging storytelling** grounded in real-world leadership experience.
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Emcee Introduction Script (if desired)

“Ladies and gentlemen, our next speaker brings a rare combination of scientific credibility, leadership experience, and down-to-earth clarity.

Jeff Wisotzkey is a molecular biologist and executive leader who has built and led high-performing clinical genomics labs, including major diagnostic expansions during the pandemic. He’s also the creator of *SpeakWorth™* and the author of two books, *Instant Credibility* and *The Quiet Mic Drop*, where he helps professionals communicate with confidence, clarity, and purpose.

Audiences consistently praise Jeff for making complex ideas simple, relatable, and memorable, and for reminding us that leadership and communication are skills we can all master.

Today, he’s here to share insights that will help you show up with greater influence and authenticity, before you even say a word.

Please join me in welcoming **Dr. Jeff Wisotzkey.**”

If you'd like a custom introduction tailored to your audience, Jeff is happy to provide one.

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Audio / Visual Requirements

Jeff keeps technical needs simple and event-planner friendly.

Preferred Setup

- Wireless lavalier microphone
- Confidence monitor (for slides)
- Standard projector & screen or LED wall
- HDMI or ClickShare connection
- Presenters remote with slide-advance capability
- Lighting that keeps Jeff visible while preserving screen clarity

Optional

- Large stage with unobstructed movement
 - [Walk-in music](#)
 - Recording access for event recap (with permission)
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Travel & Logistics

- Based in the Northeast (easy travel nationwide)
- Flexible arrival times depending on event need
- Happy to participate in meet-and-greets, book signings, or breakout sessions

A flat rate Travel Buyout is added to quotes. This fee is waived for local events

Contact & Booking

If you're an event planner, corporate organizer, or bureau looking for a speaker who is easy to work with and delivers meaningful impact, Jeff would love to talk.

Booking Email: Jeff@Speakworth.com

Phone: 717-858-4179

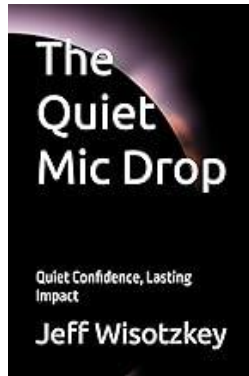
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