



Working With Matt & FAQ's

Matt's professional mantra is simple: be easy to do business with. Here's what that looks like for your event.

Easy on Your Team

- Matt books his own travel.
- He brings his own laptop, adapters and connectors.
- AV needs are simple: a headset or lavalier mic, plus a projector and screen with HDMI input.
- Rooms with fewer than 50 people don't need a mic.

Flexible on Event Day

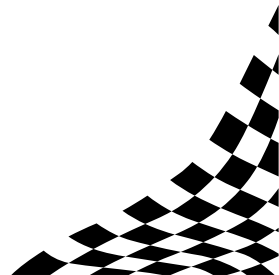
- If the schedule runs behind, Matt follows your lead, whether that means a shorter session or the full program.
- He's happy to visit with attendees before and after his talk, something he's done since his NASCAR days.

Ways to Extend the Impact

Available by arrangement. Ask us what fits your event.

- VIP meet and greet or breakout session after the keynote
- Leadership session for your board or executive team
- Hosted VIP cigar evening at a local lounge, led by Matt the founder of Fast Car Cigar®
- Recording and licensing of the presentation

Every event is different. Matt starts with a conversation about your people and what they're up against, then shapes the experience to fit.





Event Planner FAQ's

What if our audience isn't into NASCAR?

NASCAR was the setting, but this isn't a racing talk. It's about how championship teams get built, and that works in the boardroom, on the shop floor or on the job site just as well as on pit road.

Will this work for a room that didn't choose to be there?

It happens. Mandatory safety meetings, all-hands, shift meetings. I don't open with a motivational speech. I open with something they recognize from their own job. Nobody has to buy in for it to land.

Can you handle a tough room — night shift, union crowd, skeptical veterans?

The tougher the better. People are hard for a reason, and I understand those reasons. Nothing beats breaking through to a group who thinks we have nothing in common, only to find out we're the same.

Do you speak virtually or hybrid?

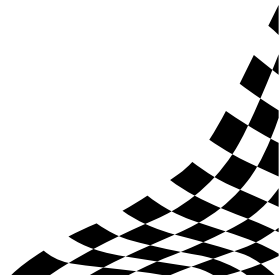
I'm on Zoom every day and present virtually to small groups. Keynotes and larger workshops I deliver in person.

Can you do a keynote plus a breakout?

Yes. A same-day breakout is easy to add.

Can you do a workshop the same day as the keynote?

Yes. A workshop of up to a half day pairs well with a keynote.





Event Planner FAQ's

What does it take to work with you before we book?

A quick discovery sheet before our first call, so we're not spending your time on basics. Then we talk. A follow-up call if you need one.

How far in advance should we book?

The earlier the better for securing a date. I'm also available as an emergency speaker and can be ready in as little as 24 hours, depending on the situation.

What happens between booking and the event?

A planning call as soon as you decide, so we lock in event details and shape the talk. After that, I get you everything you need for your program and promotion.

Will you help promote the event?

Yes. Send me the assets and your social handles, and I'm happy to share and engage.

Can we record it? Can we use it internally afterward?

Yes, with a recording and licensing agreement that covers recording, internal use and livestreaming. Attendees may not livestream the talk or share the slides without written consent.

