

# How to MAXIMIZE Jade at Your Events

jade simmons  
POWERHOUSE PURPOSE SPEAKER | ROCKSTAR CONCERT PIANIST

**WHAT/WHY:** Think of Jade (and market her) as a top-notch “experiential” speaker and a world-class concert pianist who uses music to powerfully drive her points home. You’ve brought her in to be the living, breathing representation of limitless behavior, reinvention, innovation and what it looks like to fully embrace one’s unique purpose and skill set for the greater good.

**WHAT JADE IS NOT:** Merely an entertainer. Merely a Classical pianist. Merely a speaker. Jade’s a born storyteller and her presentation is as informational and “activational” as it is entertaining. She performs classical and genre-bending original music using both piano and electronics (more on that later).

**WHEN:** Placement is EVERYTHING! Your best bet is to have her be the exhilarating opening to your festivities so she can help you set the tone. Or just as equally awesome, have her be your big finale and send your attendees home cheering.

**Where NOT to place Jade:** Jade’s been said to have possibly drunk rocket fuel, she comes in with killer energy. But she also plays off of and builds momentum using your audiences anticipation, curiosity, and alertness. With that in mind, we highly suggest NOT placing Jade in the following places on your agenda:

**A). As a crack of dawn, pre-coffee opener:** You want your attendees’ eyes wide open and their brains’ awake so they can fully receive Jade’s presentation at their maximum attention level. Kicking off an event that starts later in the morning or even closing the morning session of the first day of an event is better.

**B). As the closer of a long 8-hour day** of important (but possibly mind-numbing) content: You want your attendees with enough energy and focus to take the journey with Jade. Closing a shorter day or a longer day with a mix of content is best.

**HOW:** Jade Simmons is a Yamaha Artist which means Yamaha Artist Services International (YASI) will work with your events team to determine stage specs and delivery/pick-up logistics based on your schedule. Jade performs alongside her laptop and other electronic devices, all of which are covered on her technical rider. **Please make every effort to assure your A/V team reads the rider thoroughly 2-3 weeks prior to the event.**

We also request that you have your main A/V person be a part of your pre-event call with Jade to be sure they have all the necessary equipment in stock.

### OTHER IMPORTANT DETAILS:

- 1. Scheduling a tech rehearsal:** At least 4 weeks prior to your event, let Jade's team know when you have scheduled her hour-long tech rehearsal with your A/V team. Her flight to your event is booked based on when this will take place. Oftentimes, she is coming to you from another event.
- 2. Pre-Event Information:** Jade doesn't just customize, she assimilates the culture of the organizations and companies she speaks for. She does her own research, but whatever you can relay at the time of booking in terms of your event theme, the demographics of the room, the challenges of your audience, and what you're hoping they take away will be a crucial part of her preparation.
- 3. Jade's Introduction:** We've crafted a proven introduction for you to use to help set the tone and establish Jade's credibility with your audience. Shorten it if you need to, but we ask you to use this content over anything you might pull from the internet.

*Please contact us with any questions!*