



SAMPLE BIG SHOW CHECKLIST

Prepare with Precision

- Announce the whale's visit to all employees well ahead of the visit
- Send a dossier to everyone who will touch the whale
- Prepare and distribute two versions (front- and backstage) of the agenda - planned to the 15 minute increment
- Pair your Subject Matter Experts with whale counterparts so the pairs may deal with specific issues and agenda items
- Assign and communicate clear roles and responsibilities to all participants
- Remind all employees the day before to dress appropriately and clean their areas
- Check and double-check infrastructure - lighting, technology, parking, internal operations, seating arrangements, name badges - to ensure working order on the day
- Demonstrate visual indicators of control and performance: display customer testimonials on mobile whiteboards, illustrate department performance with strategically placed charts and graphs, position computer screens and dashboards so that the visitors can see them
- Rehearse, rehearse, rehearse

Implement Flawlessly

- Greet the invitees by name; welcome the whale with a big sign in the reception area
- Follow the agenda and seating chart
- Provide and continually freshen appropriate refreshments throughout the day
- Ensure that your presenters are prepared for two important functions: to gather information and to demonstrate knowledge and capability
- Make clear your understanding of the whale's needs
- Highlight your tools, processes, systems, and other methods that mitigate fears
- Involve other Subject Matter Experts at appropriate moments to discuss their expertise
- Answer the whale's questions – acknowledge those you can't answer and commit to answering them promptly
- Thank the whale for visiting and agree upon next steps together

Follow-up with Speed and Care

- Answer all pending questions.
- Follow-through on all commitments
- Thank and provide feedback to all internal participants.
- Discuss and document lessons learned for continuous improvement
- Tell everyone the outcomes as soon as you know