SPEAKER DOCUMENTS

Event Planner Promo Kit

Copy-and-paste templates. Replace [bracketed items] with your event details.

1 Pre-Event Announcement

2–3 Weeks Out

Pre-Event Announcement Email

Send to attendees to build excitement before the event

SUBJECT: Meet Your Keynote Speaker: [Event Name] — [Date]

We're thrilled to announce our keynote speaker for [Event Name]: Baylor Barbee.

Baylor is an award-winning confidence speaker, author of eight books, and host of the top-ranked Shark Theory Podcast — heard in over 100 countries. His Mile 19 Method™ has helped Fortune 500 companies and top sales teams build the kind of confidence that performs when it matters most.

He doesn't talk about confidence. He installs it.

We'll see you at [Event Name] on [Date] at [Location].

2 Day-Of Reminder

Morning of Event

Day-Of Email to Attendees

Send morning of the event to drive attendance and energy

SUBJECT: Today's the day — [Event Name] starts at [Time]

Today is the day. [Event Name] kicks off at [Time] at [Location].

Our keynote speaker Baylor Barbee takes the stage at [Keynote Time]. If you've never seen him live — you're in for something different. If you have — you know to get there early.

See you there.

3 Post-Event Follow-Up

Within 48 Hours

Post-Event Follow-Up Email

Send within 48 hours to extend the impact

SUBJECT: The one thing Baylor said that you should write down today

We hope yesterday's session with Baylor Barbee is still running through your head — because that's how you know it landed.

If you want to go deeper, here's where to find him:
Books → BaylorBarbee.com
Shark Theory Podcast → All major platforms
Follow @BaylorBarbee → Daily 6-minute confidence episodes

The session was the starting line. What you do with it next is the race.

Social Media Copy

Ready-to-post copy for Instagram and LinkedIn. Replace [bracketed] items.

1 Pre-Event Social

1 Week Out

INSTAGRAM

Big announcement — [Event Name] just locked in their keynote speaker.

Baylor Barbee is hitting the stage on [Date] and if you know, you know.

Mile 19 Method™. Confidence installed. See you there.

LINKEDIN

Excited to announce that Baylor Barbee will be keynoting [Event Name] on [Date].

His Mile 19 Method™ has equipped Fortune 500 companies and top sales teams with a framework for building confidence that performs under pressure.

Looking forward to what he brings to the room.

2 Day-Of Social

Day of Event

INSTAGRAM

@BaylorBarbee is on the stage at [Event Name] and we are not ready.

If you're here — you already made the right call. Let's go.

LINKEDIN

Grateful to have Baylor Barbee — confidence speaker, author, and host of the Shark Theory Podcast — keynoting [Event Name] today.

His work on the Mile 19 Method™ is the kind of framework that changes how teams operate under pressure.

QUICK REFERENCE

Speaker Website	BaylorBarbee.com	Full bio, topics, booking
Podcast	Shark Theory (all platforms)	1,481+ episodes, daily 6 min
Media Kit	baylorbarbee.com/event-planners	Photos, bio, approved copy
Contact	Win@BaylorBarbee.com	(214) 334-4815