


<b>Name</b>	<b>Keynote speakers</b>
<b>Brief Description</b>	<i>A keynote is a talk that usually sets the topic and framework of the event.</i>
<b>Methodology</b>	<p>The keynote speaker usually <b>sets the scene</b> of the conference, raising interest and attention among participants; hence, excellent communication skills are an asset. Elements such as <b>storytelling</b> could be well integrated in a keynote speech.</p> <p>Selecting a keynote speaker who is well known for his or her expertise in a particular field, or who has wide name recognition due to other accomplishments, will probably raise enthusiasm among prospective attendees for a meeting or conference.</p>
<b>Estimated planning time needed:</b>	1-2h
<b>Objective</b>	Keynote speakers are often selected to <b>raise interest</b> in a particular event, such as a conference or large meeting sponsored by a corporation or association, and draw attendees to attend that programme
<b>Time estimated:</b>	< 20 min
<b>Composition of audience:</b>	All audiences suit this format
<b>Experience level required:</b>	Comparable level of experience among participants is envisaged
<b>Number of audience:</b>	<10
<b>Level of complexity and possible challenges</b>	Height - The keynote speaker should have a sound understanding of the subject matter of the event and good communication skills
<b>Picture</b>	
<b>Relevant sources</b>	<p><a href="#">J. Cochran</a> - KEYNOTE SPEECH EXAMPLES: LEARN FROM THE BEST</p> <p>M. Wenzel, J. Koch (2017) <i>Strategy as staged performance: A critical discursive perspective on keynote speeches as a genre of strategic communication</i>, Wiley Online Library</p>