



The logo features the name 'Ray' in a large, bold, black cursive script. Below it, the name 'EDWARDS' is written in a smaller, bold, black, all-caps sans-serif font, with each letter spaced out.

# EDWARDS

## Ray Edwards Show, Episode 438

### Experiments in Live Events

[music]

**[00:00:02] Announcer:** It's Thursday, February 6th, and this is *The Daily Ray*.

**[00:00:08] Ray Edwards:** *The Daily Ray*, experiments in live events. I've been doing live events speaking at other people's conferences and seminars and workshops for a decade or more now, more than a decade. How much more? I don't know. A bit. I've done all kinds of approaches when it comes to speaking at someone's event. I've done super prepared, like almost scripted presentations. I've done pseudo prepared like bullet point presentations.

I've done PowerPoint or Keynote slides that are basically the notes that keep the speaker on track. I've done Q and As, a few of those. I've got a new approach I'm trying this time and I have experimented with this a bit already at some of my own events, but this is what we're going to do today. Well, not today. I don't speak today. I speak tomorrow. Where am I, to tell you that part?

I'm at Andy Mason's Sacred Work event at Bethel Church in Redding, California. The topic is about spirituality and work and how we weave in the sacred part of our lives with our work part because there is only one part of our-- We only have one life. You can't have a sacred life and a work-life and a personal life and a fun life. It doesn't work like that. You have just one. It depends on how you define success as to which approach has been more successful for me, CJ.

Anyhow, the topic is sacred work. I just realized there's going to be a couple of hundred people here. I don't really know what they need for me. I decided that my approach this time is going to be different than in the past. I got in early. I met with Andy last night. We talked about who's at the event, what they need, what he thinks their needs are, what he thinks he's going to provide to them, how he thinks he's going to meet those needs, who the other speakers are.

That's my first tip, is talk to the event creator, the host of the event, and ask them about the people who are there. If they're like Andy, they'll do a great job. They already know the hearts of the people who are there. They'll know who these people are, what it is

they need and want. Then, today is day one of the event. I speak on day two. I want to spend most of today talking to people as in-depth as I can.

Just getting to know them, just getting to know what their challenges are, what their biggest needs are, what they're seeking, why did they come to this event, what are they looking for. I'm hopefully going to be able to pull that off without them knowing who I am, usually not much of a problem [chuckles]. I'll be paying attention to the questions they ask of the other speakers, what they respond to, what notes they take.

Speaking to the organizer and speaking to the people themselves as much as possible, getting into conversations, find out what really drove them. Why did they leave their home, their business, their family behind to come somewhere presumably hundreds or even thousands of miles away to come to an event to learn something? What did they come to learn? What did they come to get?

Then, if I have answers to those questions, I'm going to provide them in my talk, which is tomorrow, but I'm going to spend about 20% of my time on stage doing my "talk," and I think 80% doing Q&A. I just want to set the stage for them to understand what I may have to offer. Then, I want to spend as much time as possible answering their specific questions. I think this is a good approach, but I don't know for sure. I haven't really tried it this way before.

This will be the first time I've tried to do it this way. I'm going to give it a shot and see how it works, and then I'll report back to you tomorrow and let you know. It makes sense, doesn't it? If you are speaking to an audience, they're paying you. Whether they paid you directly or not, they're paying you with the most valuable currency they have, their time and their attention. Out of respect for that, I think it's good of us to ask, "What do they need? What do they want from this experience? Why are they here?"

That's what I'll be doing, perfectly consciously being aware of what their burning questions are, what drove them to be here, and try to figure out how can I help them with that. That'll be my talk. I think I have an hour. I'll spend the first 10-15 minutes doing my talk, and then the next 45 minutes, 50 minutes answering their specific questions because I'm presuming, they have a specific list of questions they came with at least in their mind.

I'll do my best to answer them. That's my approach. We'll see how it goes. I'll let you know. Those are my three tips for how to approach a live event. Untested as of yet, but that's the experiment I'm going to perform today, and I'll let you know the results tomorrow. Back tomorrow, this time at 5:00 AM, live at five with Ray. Until then, God bless you. May He do for you more than you can ask or think or even possibly imagine because He's good all the time. He's not mad at you. He's happy all the time. He wants your joy to be complete. I love you very much, and not in a weird way. That is all for today. Thanks, you all.

**[00:04:46] Announcer:** *The Daily Ray*, back live tomorrow morning at 5:00 AM Pacific Time on Facebook, YouTube, and Instagram. For more information, visit [rayedwards.com](http://rayedwards.com).

**[00:04:58] [END OF AUDIO]**