

A portrait of Paula Houlihan, a woman with short blonde hair, wearing a vibrant red and orange patterned blouse and large hoop earrings. She is smiling slightly and has her arms crossed. The background is a white wall with a geometric pattern of grey and gold lines.

# Paula Houlihan

## Things To Know

Behavioral Transformationist | Executive Coach | Keynote Speaker

**As a committed partner to your event's success, Paula is dedicated to supporting you and your team before, during, and after the event. Here are some things to know:**

### **BEFORE THE EVENT**

- Paula's Programs can be customized to align with your event's theme and audience, ensuring an impactful and memorable experience.
- Paula often wears pink – her signature color. If pink doesn't complement the event's theme (say it isn't so!) Paula can coordinate her outfit to contrast with the stage and decor colors.
- Consider scheduling a Deep Dive Breakout session after Paula's keynote. These are often highly engaging and popular among attendees.
- Paula offers pre-event social media posts to promote the event and boost registrations.
- Request a promotional video from Paula! It's a little extra something to get your audience excited and your event shining even brighter!
- Paula enjoys sampling the local cuisine over chain restaurants, appreciating the unique flavors of the host location. (She once ate sea worms while traveling in China!) She does not have any food allergies or special dietary requirements.
- For your convenience, Paula can offer a flat travel rate.
- If overnight travel is needed, Paula prefers to stay at the event hotel, preferring the room charge to be billed to the event account on file at the event hotel.

## DURING THE EVENT

- Paula always arrives early to familiarize herself with the venue and meet with organizers to go over any last-minute details.
- Paula is prompt and adaptable to last-minute changes to accommodate your schedule.
- Paula is flexible with room setups and audio/visual arrangements to ensure everything runs smoothly for your event.
- Paula enjoys interacting with attendees, adding a personal touch to enhance their experience. If time allows, Paula loves to meet and greet event attendees as they arrive.
- Paula uses the full stage area (and sometimes steps off stage) to connect with the audience, ensuring a dynamic and engaging presentation. Please arrange lecterns and decorations to the sides or back of the stage for optimal viewing.
- An introduction will be provided and should be read in advance to set the stage before Paula's presentation.

## AFTER THE EVENT

- Paula offers a comprehensive summary of the session outcomes and any noteworthy audience interactions or feedback that could be useful for future event planning.
- Paula provides a post-event debrief session to discuss the outcomes and impact of the session.
- When you hire Paula, she will help you promote that event again next year through her networks, providing support for your ongoing success.
- As the President of the Wisconsin Chapter of the National Speakers' Association, she is a great resource to tap into and refer speakers for future events.
- Paula is open and happy to explore future collaborations and potential opportunities for ongoing engagement with your organization.