

Joel McKerrow

Event Organiser Pack

2025

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www.joelmckerrow.com

HELLO

Congratulations on securing Joel McKerrow for your upcoming event! Following is all the information you will need to promote his appearance and organise both technical and administrative aspects of his visit. If there's anything you can't find here, get in touch!

PRE EVENT PROMOTION

To facilitate Joel's promotion of your event via his social media channels simply tag Joel in your posts. Pending alignment with his social schedule he will reshare your post where appropriate.

TRAVEL AND ACCOMODATION

Joel travels from Melbourne. it is expected that event organisers will book appropriate accomodation, within range of the venue. Any flights are to be arranged directly with Joel on a case by case basis.

PRE EVENT BRIEFING

Zoom briefing calls is where the planing magic happens, ensuring everyone is prepped and ready! Contact info@joelmckerrow.com to organise an appropriate time, ideally two weeks prior to your event. To make the most of this call, please provide draft runsheets and any Master of Ceremonies scripting information ahead of the briefing.

EVENT PHOTOGRAPHY AND VIDEOGRAPHY

Permission to film and photograph Joel's presentation for use in a highlight reel or event reflection EDM is granted with your booking. However, the talk in it's entirety is not to be distributed unless by prior arrangement. It is a condition of recording (photography and videography) that a copy be provided to Joel after the event. Please email downloadable links to info@joelmckerrow.com



Joel McKerrow

HEADSHOTS

[Download](#) 

A range of headshots are available for download to the right. Feel free to use the one that best fits with your branding.

MC INTRO

Joel will provide a personalised MC introduction catering to your specific audience. Bio's for promotional purposes can be found below.

AS SHORT AS IT GETS

An award winning writer and creativity specialist, Joel McKerrow is the Go-To-Speaker for Creativity Driven Transformation. He has spent the last fifteen years, on global stages, captivating hundreds of thousands of people with his highly inspiring keynotes, passionate performance poetry and dynamic event hosting. .

A BIT LONGER

From the *Sydney Opera House*, to *Nashville's Schermerhorn Symphony Centre*, to *The Metropolis in Montreal*, Joel McKerrow has spent the last fifteen years, on global stages, captivating hundreds of thousands of people with his passionate performative style, highly inspiring keynotes and dynamic hosting of events.

As the go-to speaker for Creativity Driven Transformation, he champions the belief that both CREATIVITY and STORY are far too important to be confined to only those we deem as being creative.

Joel is the incoming *VIC/TAS President for Professional Speakers Australia*, is one of *Australia's most successful performance poets* (including representing Australia at the *Individual World Poetry Slam Championships*), is an *author with Penguin Random House* and is the *founder/host of The Deep Place podcast*.

Singer Kate Cebrano says Joel is, 'completely free, reckless and unbound in his expression.' And the CEO of Village Roadshow describes Joel as 'A true creative genius.'

THE LONG VERSION

From the Sydney Opera House, to Nashville's Schermerhorn Symphony Centre, to The Metropolis in Montreal, Joel McKerrow has spent the last fifteen years, on global stages, captivating hundreds of thousands of people with his passionate performative style, highly inspiring keynotes and dynamic hosting of events.

As the go-to speaker for Creativity Driven Transformation, Joel is dedicated to helping leaders, teams and individuals cultivate the environment that creativity and innovation need to thrive. To do so he champions the belief that both CREATIVITY and STORY are far too important to be confined to only those we deem as being creative.

Joel is the incoming VIC/TAS President for Professional Speakers Australia, is one of Australia's most successful performance poets (including representing Australia at the Individual World Poetry Slam Championships), is an author with Penguin Random House and is the founder/host of The Deep Place podcast.

Renowned singer Kate Cebrano describes Joel's work as, 'completely free, reckless and unbound in his expression.' whilst the CEO of Village Roadshow lauds Joel as, 'a true creative genius' and says of his work with their executive, 'His impact on my team was nothing short of extraordinary.'

Joel's impressive portfolio includes work with Village Roadshow, Istorica, The International Transforming Education Conference, Story Gathering (Nashville), Ovations International, The Global Health Summit, Promoting Passion Convention (USA), MEA (Meeting and Events Association); Sydney Writers Festival, Greenbelt Festival (UK), Graceland Festival (Netherlands), Hager Electric and many, many more.

A prolific writer himself, he has published seven spoken word/music albums, eight different books and a soon to be released trilogy with Penguin-Random House.

Joel also brings half-day and full-day training into workplaces to help teams not simply pay-lip-service to creative-thinking, but to fashion innovative-practice as a key-component in the way they operate. Alongside this he engages extensively with the education sector, presenting at over fifty schools annually where he has taught the creative process to hundreds of thousands of students.

Whether within the corporate or not-for-profit world, the creative industries or the education sphere Joel will not only WOW your people, he will bring next-level inspiration, breakthrough creative momentum and intentional innovation all to help them realise their own creative potential.

VISUAL PRESENTATION

Joel will discuss your AV setup with you in the briefing call prior to your event and will either send you a presentation in advance or bring it on the day on USB.

Joel's preferred presentations format is Keynote. Please ensure you have this software available. If it is not available alternatives can be discussed during your briefing call.

Joel will bring his own laptop on the day, should it be required. It is an Apple MacBook Pro, with adaptor, which can connect to video through HDMI.

Please ensure you have a handheld clicker onsite for advancing slides.

AUDIO

A handsfree microphone is preferred, on a stand or a headset over a lapel. A lapel may be used where no other hands free options are available.

Microphones are not required for classroom or board room presentations.

From time to time Joel performs with musicians by special arrangement. Audio requirements for these performances vary from event to event and will be discussed individually. Please note it is vital that a minimum 15min sound check is provided for these sessions.