

James  
Taylor

KEYNOTE SPEAKER

## Keynotes



## Workshops



## Emcee & Host



# SPEAKER KIT (2024)

Table of Contents	Page 1
Biographies	Page 2
Most Popular Programs	Page 3
• Made To Measure Keynotes	
○ SuperCreativity	Page 3
○ SuperCollaboration	Page 4
○ Ethical Futurism	Page 5
• Workshops	Page 6
• Virtual Emcee	Page 7
Videos, Photography & Imagery	Page 8
Testimonials	Page 9-11
Client List (selected)	Page 12-13
Speech Introduction	Page 14
Top Five Reasons	Page 15
AV Requirements for Keynotes	Page 16
AV Requirements for Workshops	Page 17
Sustainability Rider	Page 18-21

*James Taylor's Clients Include:*



# BIOGRAPHIES

## HIGHLIGHTS

Award-winning entrepreneur, author and inspiring keynote speaker on a global mission to help people and organizations unlock creative potential, accelerate innovation and build a sustainable future.

## SHORT BIO

James Taylor - who started his career managing high profile rock stars - is now an in-demand keynote speaker and internationally recognized leader in creativity, sustainability, innovation and artificial intelligence. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments, leaders, writers and rockstars on how to design innovative organizations, unlock creative potential and build a sustainable future. His forthcoming book is *"SuperCreativity: Augmenting Human Creativity in the Age of Artificial Intelligence"*. For more, visit [JamesTaylor.me](https://JamesTaylor.me).

## MID-LENGTH BIO

James Taylor M.B.A. F.R.S.A. - who started his career managing high profile rock stars - is now an in-demand keynote speaker and internationally recognized leader in creativity, sustainability, innovation and artificial intelligence. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments and leaders from Silicon Valley to Dubai on how to design innovative organizations, unlock creative potential and build a sustainable future.

As the host of multiple global summits he has personally interviewed over 750 of the world's leading creative minds including Silicon Valley tech CEO's, New York Times bestselling authors, and artificial intelligence pioneers. Hundreds of thousands of people in over 120 countries have learned about creativity and innovation through his online courses, videos, media interviews and keynote speeches.

His clients have included Fortune Global 500 companies, government policy makers, industry associations and he was recently the subject of a 30 minute BBC documentary about his life and work. Companies including Apple, Cisco, Deloitte, Accenture, Caterpillar, UPS, Novartis, EY, Visa, McDonalds, ADNOC and Dell have all brought in James Taylor to inspire and educate through his thought-provoking keynotes and interactive workshops.

James is also a Fellow of the Royal Society of the Arts (F.R.S.A.) whose Fellows have included global innovators and leaders including President Benjamin Franklin, Sir Tim Berners-Lee, Bob Dylan, Adam Smith, Nelson Mandela and Professor Stephen Hawking. For more information, visit [JamesTaylor.me](https://JamesTaylor.me)



# MADE-TO-MEASURE KEYNOTES



## **SUPERCREATIVITY™**

### **Accelerating Innovation In The Age Of Artificial Intelligence**

*Topic: Creativity, Innovation, Change, Artificial Intelligence*

*Perfect for: Global Conferences, Client-Facing Events, Corporate Meetings, Associations*

Business is changing at the speed of light. Exponential technologies such as artificial intelligence and robotics are creating new disruptive business models almost overnight. In this new world, one where McKinsey & Co predict that 45 percent of jobs will be automated over the next 20 years, there is one distinctly human competitive advantage you and your people must leverage – your creativity. In this tailored, entertaining and highly visual one-of-a-kind keynote, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations.



## **SUPERCOLLABORATION™**

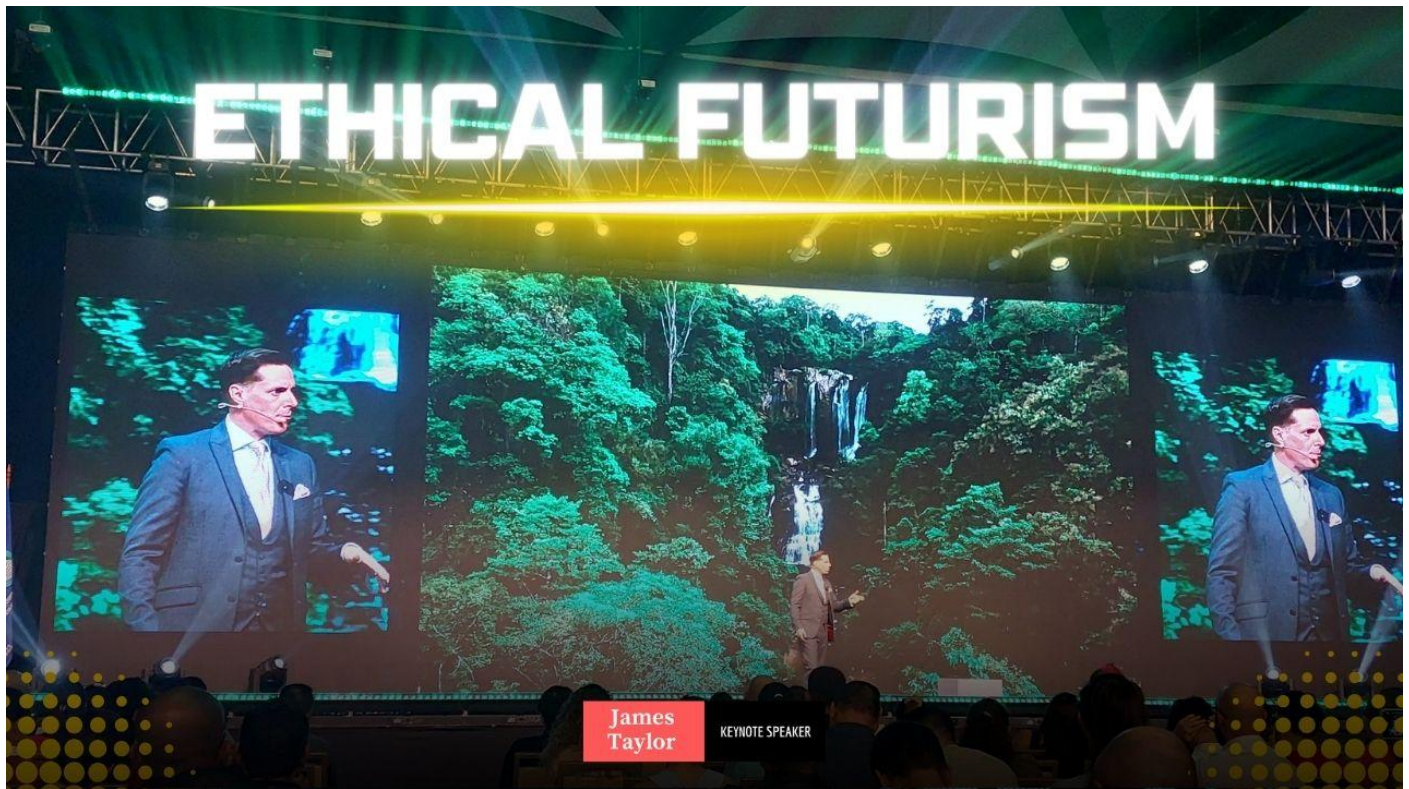
### **Cyborgs, Centaurs and The Rise of Human-AI Collaboration**

*Topic: Collaboration, Innovation, , Leadership, Change, Artificial Intelligence, Future Trends*

*Perfect for: Global Conferences, Client-Facing Events, Corporate Meetings, Associations*

Today's business landscape is evolving at an unprecedented pace, driven by exponential technologies such as artificial intelligence, digital twins and robotics. They are transforming industries ranging from finance, retail and healthcare to engineering, construction and logistics. In this dynamic, entertaining and interactive keynote, James Taylor will guide you through a captivating exploration of how leaders and organisations are adapting to technological change. You will discover that, in this new world, your most valuable competitive advantage as a leader lies in your ability to foster creative collaboration between humans AND machines. This tailored and entertaining presentation is designed to inspire and equip you with the insights and strategies needed to be future-ready.





## ETHICAL FUTURISM™

### Sustainability, AI and the Future of Business

*Topics: Sustainability, Environment, Climate Change, ESG, Trends, Leadership, Future of Work,  
Perfect for: Global Conferences, Client-Facing Events, Corporate Meetings, Associations*

In this inspiring, entertaining and highly visual keynote James Taylor will take you on a journey to discover how the world's most ethical and sustainable companies are transforming their industries and achieving sustainable growth while also balancing profit, people and planet. Because today consumers want to buy from brands which align with their values and care about saving our planet. Talent wants to work for organisations that do the right thing. Purpose-driven companies want to do well but also do good. The success of your organisation relies on using data and creativity to accelerate your sustainability transformation and in the process find new opportunities and avenues for growth. It relies on inspiring and motivating your people on how we can build a better future together.

# MOST POPULAR WORKSHOP



## Unlock Your Creative Potential

*Topic: Creativity, Collaboration, Innovation*

*Perfect for: Internal Conferences, Offsite Retreats, Team Events*

James Taylor's immersive in-person or virtual workshops will help your team unlock creative potential, accelerate innovation, increase productivity and adapt to change. If your people face these challenges then James is perfect for your next corporate workshop:

- My team doesn't collaborate well
- Our people need to be better creative problem-solvers
- We have good ideas but can't make them happen
- Our business needs new ideas to grow sales
- We need to identify new opportunities

Workshop Learning Outcomes:

- Understand the five step process for developing your creativity
- Discover techniques for generating and developing innovative ideas
- Learn creative thinking skills to better evaluate new ideas
- Lead your team to unlock their creative potential
- Build a more innovative and creative culture at work



# VIRTUAL EMCEE OR HOST

With more conferences and business events happening online the top virtual emcees and hosts have never been more in-demand but selecting the right one can be a challenge.

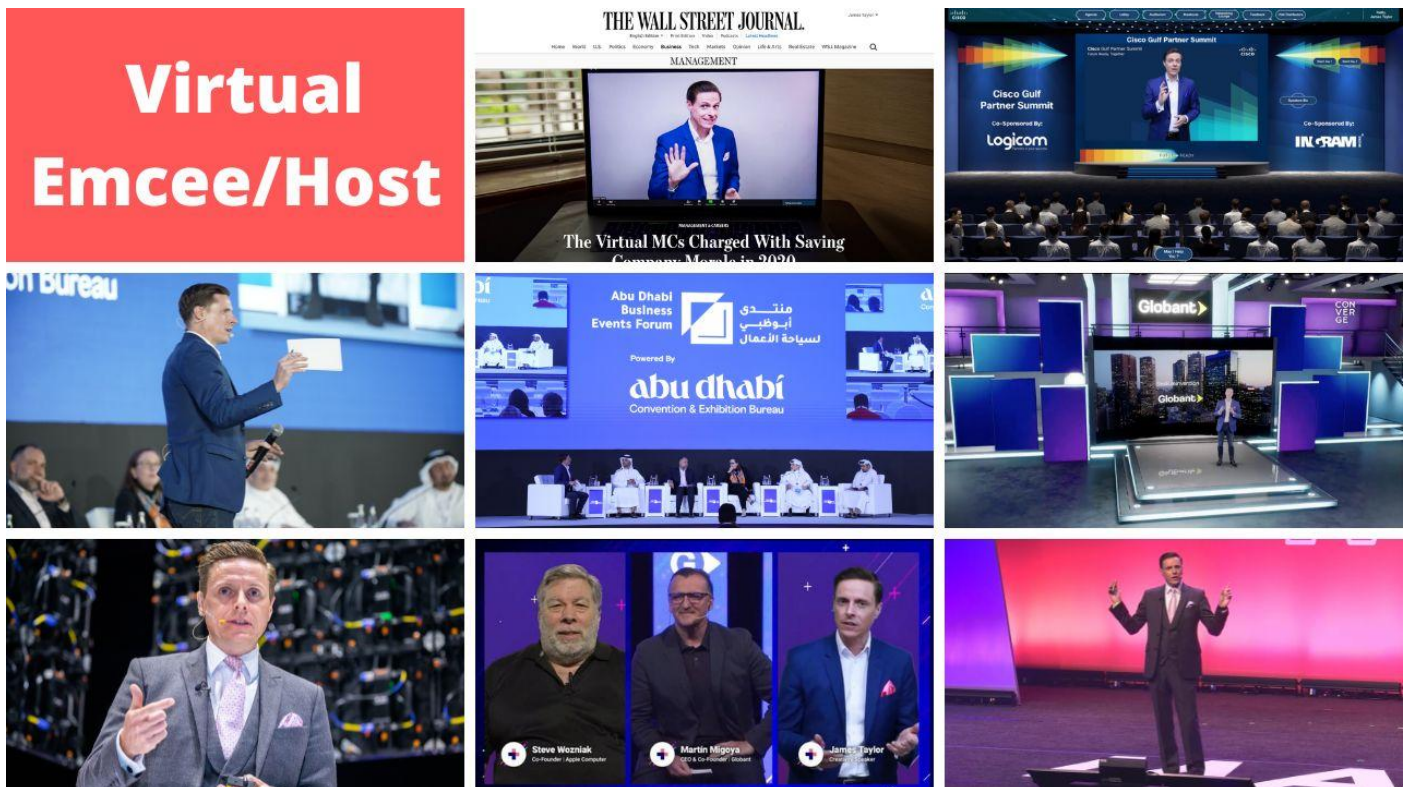
Done well, virtual conferences, meetings and summits can be a highly effective way to inspire, inform and educate your clients, prospects and employees. However we've all had to sit through those rather long and boring virtual conferences, summits, webinars and events which quite frankly deliver a very low return on investment in terms of time and money.

As a virtual host, panel moderator, podcast host and Wall Street Journal featured Virtual MC James Taylor has interviewed over 750 CEO's, celebrities, New York Times bestselling authors, speakers, academics and experts including Jack Canfield, Sally Hogshead and Guy Kawasaki.

James Taylor has expertly moderated intimate virtual executive briefings for fifty people all the way through to hosting large multi-speaker virtual and hybrid conferences for tens of thousands.

The experienced choice for:

- Virtual Conferences and Summits
- Virtual Fireside Chats
- Virtual Panel Moderation





# VIDEO

There are multiple ways to access, view and share James' speaking videos.

## Promotional videos

[YouTube Link - Full Showreel](#)

[YouTube Link - Virtual Showreel](#)

[Vimeo Link - Full Showreel](#)

[Vimeo Link - Virtual Showreel](#)

[Direct Download High Resolution - Full Showreel \(450MB\)](#)

[Direct Download High Resolution - Virtual Showreel \(350MB\)](#)

## Other speaker videos

[Keynote presentation to marketing conference](#) (31:28)

[Promo from Workshop for McDonalds](#) (5:50)

[TEDx Talk](#) (15:54)

[The Creative Process](#) (9:13)

[Brainstorming Sessions That Work](#) (15:13)

# PHOTOGRAPHY AND IMAGERY

High-res on-stage, portrait shots and virtual images can be found at

<https://www.jamestaylor.me/meeting-planners/>

# TESTIMONIALS

"In my 20 years of planning ABPM Conferences and working with keynotes to help them understand our unique audience, I've never seen a keynote speaker prepare at the level James did. All that preparation showed during his keynote; it was full of relevant and entertaining stories as well as highly visually engaging. Our members were blown away." - **Elizabeth Simpson, President, Association of Briefing Program Managers**

"Thank you James for bringing us a unique session on boosting our creativity in the age of artificial intelligence at our annual event. Your keynote was authentic, inspirational and entertaining, truly engaging the audience from the beginning. Participants and customers provided us with many delighted comments." - **Carine Vaeremans, CEO, Profacts**

"Easy to work with, powerful content, and dynamic, engaging speaker. What more can you ask for in a keynote?" - **Joy Sobhani, Group Event Director of (Informa) for HDI Service Management World**

"James has been phenomenal and very engaging in the session. He really managed to captivate everyone's attention and the feedback from the team has been super good. I would hire James again. He is a great speaker and a very nice person to work with." - **Anna Deppi, Red Hat, Inc (IBM)**

"Thank you for sharing valuable insights on key attributes/traits of a leader during times of crisis' and how they can survive and thrive in such volatile times. The session was received extremely well and I am looking for another opportunity to invite you for your valuable interaction with our team. A BIG THANK YOU" - **Manoj Munjal, Managing Director, Talent and Organization Practice Lead, Capability Network, India at Accenture Consulting**

"He was the perfect choice to speak about the future of jobs in the artificial intelligence age. We are very pleased to cooperate with you and in upcoming opportunities." - **Amal Alkhamees, Project Coordinator, Nefal, Saudi Arabia**

"James Taylor is more than a great keynote and facilitator. He's a great partner who truly cares about your business, your goals and your audience. He tailors his message to your end user, he creates videos and marketing materials to help promote your event and he shares knowledge and best practices he's encountered that can help you host better meetings." - **Jessie States, Head of Meeting Innovation, Meeting Professionals International**

"Thank you very much for your keynote at our event. It was indeed very well received and we had some fantastic feedback from the colleagues. I would also like to thank you on behalf of AI-Futtaim for spending time with us and inspiring our team members." - **Sujit Radhakrishnan, HR Director, AI-Futtaim Group**

"The accounting profession is at a real crossroads as it looks to embrace ever increasing technological advances. James led a thought provoking and engaging session that provided valuable insights and actions for the attendees to help them fully embrace creativity to be more relevant to their client's future needs." - **James Hickey, CEO, PKF International Ltd**

"James was one of my all-time favorite speakers. He has an unusually broad understanding of how to build a business. James is the total package. I look forward to hearing him speak again someday soon." - **Anne Holland, President, MarketingSherpa, a division of MEC Labs**



“James Taylor was a fantastic keynote speaker. His presentation was an insightful and entertaining closing keynote for the event audience. James also hosted a small group presentation for the G3 Company Sales Meeting earlier in the year that was also great. If you are looking for a speaker to inspire your employees to “reclaim their creativity” look no further than James Taylor.”

**- Kristi Kawana, Events & Marketing Director, B2B Marketing Exchange Conference**

“James Taylor is a very powerful speaker with a strong message. Feedback obtained from participants gave us solid messages transmitted by James. Highly recommended speaker.” - **Mauricio Velasquez, Consultor Empresarial, Asociación Colombiana de BPO**

“James Taylor led a powerful 1-day workshop on how to “Unlock Your Creative Potential” at M Academy. He transformed the audiences with the right mindset, tool sets and skill sets to fully unlock their creativity potential. His engaging, insightful and interactive style is unique, exciting and totally inspiring. Thank you James for your wonderful job! “ - **Pajaree Sojaiya, Program Head, M Academy (McDonalds)**

“Your presentation was one of the most interesting topics at the conference. It was an honor for us to have you as one of our keynote speakers. We believe that the knowledge you have shared will help immensely in the development of the Internal Audit sector. We know your time is precious and we are grateful you shared some of it with us. We look forward to your participation in future events.” - **Abdulqader Obaid Ali, Chairman of the Board, The UAE Internal Auditors Association**

“He’s an amazing creativity keynoter, an expert in his field. Not only does James know his stuff, but he is so pragmatic and practical that it makes working with him easy and immediately productive. But, most importantly, James is a genuinely good person - authentic and real - and has such a can-do, supportive spirit. If you have the opportunity to hire James, don’t pass it up! You won’t regret it.”

**- Brenda Bence, President, Brand Development Associates International**

“James delivered to the Family Business Network FBN Levant in Beirut, Lebanon, a keynote speech and a workshop on the topic: Unlock your creativity, increase your productivity and accelerate innovation. The session content was of high relevance to participants who had the opportunity to interact and learn. I would highly recommend James as a speaker & facilitator.” - **Lina Chehab El Alaili, General Manager, Family Business Network Levant**

“I had the pleasure of working with James on an event in Tokyo and his presentation contributed heavily to our success. I would certainly recommend him and welcome the opportunity to work with him again.”

**- Dan Castellano, International Production Manager, On The Line Japan**

“James is a delight to work with. He brings energy, enthusiasm, a generosity and wealth of ideas as well as considerable social media savvy to his engagements and is an audience favorite.”

**- Kristi Casey Sanders, Director of Thought Leadership, Meeting Professionals International**

“Creative, thought provoking, inspirational and well-presented.”

**- Graham McWilliams, Co-Chair of World Intellectual Property Day**

“James spoke with fantastic clarity, distilling a range of complex subjects into easily digestible take-home pointers. It was a pleasure to work with James.” - **Jane Marsh, Events Manager, STUDY UK**

“I have no hesitation in recommending James. Confident, fun, worldly-wise, and always focused on delivery. You’ll enjoy working with him.” - **Iain Stirling, Global Program Manager, DIAGEO**

"I thought it was phenomenal. He gives you a process to map out your creativity and gets your creative juices flowing. Top notch." - **Chad Root, President, Spearhead Sales & Marketing**

"I recently saw James Taylor deliver a keynote in Singapore and 'wow' what a powerful message he delivered. He engaged the audience right from the start and he gave us some great thought-provoking content in a really practical way. I love the passion James shares and his very warm speaking style and he also has a really good connection with the audience. I'd highly recommend James." - **Shirley Taylor, President, Global Speakers Federation**

"We were pleased and thrilled to have James speak at our Summit. Multiple attendees told me they appreciated his insightful advice. In addition, his informative but laid-back style made him a charismatic speaker." - **Bopahaih Minal Bopaiah, United Nations Tribune**

"It was an awesome presentation and I have three or four pages of notes. Thanks James." - **Matt Harlow, President, American Advertising Federation**

"It was a pleasure working with James for HR Summit & Expo Asia. He was accommodating and always looking for ways to deliver more. James also gave off a great vibe and you could see the enthusiasm as he speaks. Would recommend working with James!" - **Jasmine Foo, Conference & Events Manager, HRM Asia**

"From the incredible insights to your infectious enthusiasm, couldn't be more thankful for your time today James!" - **Jessica Wells, Sr. Director, Events Strategy & Marketing at Vizient Healthcare**

"I have had the privilege of interacting and working with many great speakers and trainers and I can honestly say that James Taylor is indeed one of these. James truly cared about making the event a success and worked closely with me throughout the whole process. He has a great ability to keep the audience's attention and keep them motivated throughout the day, giving examples from his business experience which made an important topic even more interesting. We received excellent feedback from our participants. I would truly recommend James as a speaker and trainer." - **Filomena Fusco, Project & Organization Director Inventa Wide LTB Srl**

It was a pleasure to host James Taylor at our event. He is a charismatic, energetic and engaging speaker with a unique interactive style. His inspiring speech captivated and engaged everyone attending. Would recommend working with James!" - **Jennifer Rauch, Marketing Manager, BKT Tires**

"We recently had James Taylor speak at our annual Conference. Not only was he well received by the audience, he was easy to work with, personable and spent extra time listening to the other speakers and interacting with the attendees. His high energy and enthusiasm were amazing. We learned a lot from the speech where the audience was encouraged to: 1. To share opinions openly with others 2. Properly preparing for and before every meeting 3. Communicate the purpose, aim and expectation of the meeting with all attendees to give them a chance to come ready 4. Not to pretend that we know everything 5. Write minutes 6. And strictly implement the outcomes You won't be disappointed when hiring James for your next event. " - **Jarrah Jarrah, COO, Al Rabie Saudi Arabia.**

"Inspiring,.. it has allowed us not only to understand the implications of the metaverse in our industry but also to reflect on the changes and trends that will affect our lives and relationships. Thanks James." - **Luis Eduardo Pérez Mata, President, ICM Colombia**



# SELECTED CLIENTS & BRANDS



Here are links to case studies for clients and brands James Taylor has worked with:

- [Audit & Accounting Industry](#) (EY, Deloitte, Capgemini, KPMG, Internal Auditors Association, PKF, GGI)
- [Association and Conferences](#) (CX Summit, The Future Is Now, B2BMX, Da Vinci Leadership Symposium, Costa Rica Tech, American Dental Education Association, American Rental Association, International Auditors Association, Meeting Professionals International, Crevolution)
- [Aerospace Industry](#) (Honeywell, GE)
- [Automotive Industry](#) (Mercedes Benz, BMW, Toyota, Lexus, Renault, Chrysler, Jeep, Volkswagen)
- [Consumer Packaged Goods Industry](#) (Coca Cola, PepsiCo, Reckitt Benckiser, Yanbal, MAC, Al Rabie, Puratos, Norwex, Almarai)
- [Education Industry](#) (Wichita State University, STUDY UK, Wiley, University of Dundee)
- [Energy, Oil & Gas Industry](#) (EDF, SLB, Abu Dhabi National Oil Company, Mubadala Petroleum, Cepsa, Siemens, Tristar)
- [Engineering & Construction Industry](#) (Caterpillar, AGC Glass Europe, Raychem RPG, Casale, Michelin, BKT Tires)
- [Family Business](#) (Al Futtam, Family Business Network, Capital Guidance)
- [Financial Services](#) (Barclays, Visa, Credit Suisse, Mashreq Bank, Deutsche Bank, Produbanco, BNP, RBS, QNB, AEON, World Council of Credit Unions, Edmond de Rothschild, Network International, Euroclear, First Abu Dhabi Bank, Julius Baer)
- [Government](#) (Thailand, Colombia, Lebanon, Saudi Arabia, Royal Commission of Al Ula, NEOM, United Arab Emirates, Costa Rica, European Union)
- [Healthcare Industry](#) (Reckitt Benckiser, Medtronic, Edwards Lifesciences, Dieticians of Canada, Molnlycke)
- [Industrial & Manufacturing Industry](#) (BASF, GulfEx, Agropesa, Pofasa, Azelis, Kemin)

[Insurance Industry](#) (Chubb, Axa, Sunlife, FWD Life Insurance, Muang Thai Life Insurance, Humana, AG Insurance, Generali)

[Legal Industry](#) (Hogan Lovells, Alliot Group, Womble Bond Dickinson, Burges Salmon, Interlex, MSI)

[Pharmaceutical Industry](#) (GlaxoSmithKline, Johnson & Johnson, Roche, Tabuk, Novartis, Sandoz)

[Real Estate Industry](#) (Tridium, Pella)

[Retail Industry](#) (IKEA, McDonalds, Marks & Spencer, Lidl, Corporacion Favorita, Supermaxi, AKI, Sukasa)

[Technology Industry](#) (Cisco, Sony, Apple, Accenture, IBM, RedHat, Globant, Infosys, HP, Phillips, Samsung, SAP, DELL, Westcon, Oracle, Informatica, Tata Consulting Services, Intcomex, Fractal, DELL)

[Telecommunications Industry](#) (Vodafone, Bell Canada, Saudi Telecom Company, VEON, TRUE, KyivStar, Beeline, Jazz, Orange, Banglalink, Telecom Italia, Kolbi)

[Transportation Industry](#) (UPS, Marken, Genpact, Tata, Brussels Airport Authority, Metro Pacific Tollways)

[Travel & Hospitality Industry](#) (Lufthansa SkyChefs, NOK Airlines, Dusit Thani, Travel Leaders Network, Ecuador Travel Stores, Kempinski Hotels, Travelport)

Here are links to case studies for audience job titles that James Taylor has worked with:

[Leadership \(eg. C-Suite, VP's, Senior Management\)](#)

[Finance \(e.g. CFO's, Finance Directors, Auditors, Accountants\)](#)

[Human Resources \(e.g. CHRO's, HR Director, Director of Learning, HR Manager\)](#)

[Marketing \(e.g. CMO's, Global Marketing Directors, Marketing Managers\)](#)

[Sales \(e.g. CRO, VP of Sales, Global Sales Directors, Sales Managers\)](#)

[Legal \(e.g. Business Affairs, VP of Legal, Lawyers\)](#)



# SPEECH INTRODUCTION

JAMES TAYLOR is an award-winning entrepreneur, author, and speaker on creativity, sustainability, innovation and artificial intelligence. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments, leaders, writers and rockstars on how to design innovative organizations, unlock creative potential, and build a sustainable future.

As the host of The SuperCreativity Podcast and TV Show, James Taylor has taught hundreds of thousands of individuals in over 120 countries and worked with clients including Apple, Sony, Cisco, Visa, McDonalds, Accenture and IBM. He is a Fellow of the prestigious Royal Society of the Arts whose fellows have included global innovators and leaders such as Benjamin Franklin, Sir Tim Berners-Lee, Bob Dylan, Nelson Mandela and Professor Stephen Hawking.

Please welcome to the stage.... JAMES TAYLOR.

# FIVE REASONS JAMES IS THE BEST KEYNOTE SPEAKER FOR YOUR EVENT

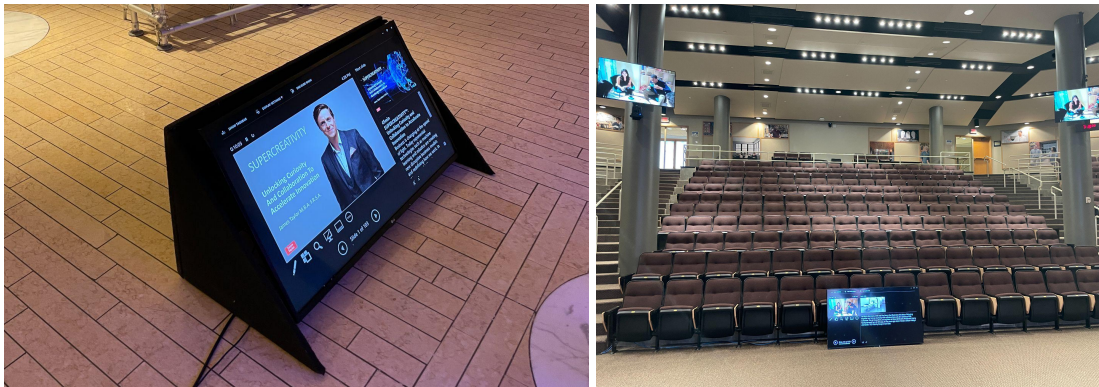
Choosing the right keynote speaker for your event is a big decision. Here are the top five reasons why James Taylor is a favorite of meeting and event planners, speakers' bureaus, and corporate clients.

1. **INSPIRING** - James' talks are highly-visual, interactive, insightful and entertaining in order to create an unforgettable keynote experience with relevant stories that fully engage your audience.
2. **INTELLIGENT** - James treats the audience as the smart people they are. Providing powerful and proven frameworks, strategies and actionable takeaways that they can apply immediately.
3. **TAILOR-MADE** - In addition to the usual pre-event calls that most speakers do, James takes customization to another level by analyzing your audience and the speech that he has tailored for your event using artificial intelligence. The result is that your audience will leave the room saying *"that's one of the best keynotes I've ever heard"*.
4. **GLOBAL** - As an international keynote speaker who has lived in London, San Francisco, Vancouver, Italy and Dubai and who speaks at global conferences for multinational companies and associations, James understands the sensitivities of speaking to different audiences, from different cultures, and using a speech to inspire and bring them together.
5. **PROFESSIONAL** - James is known in the industry for being one of the easiest speakers to work with. There is a reason that he has booked 3,000 in-person and virtual events over the past 20 years and is a favorite speaker of Meeting Professionals International! He'll make you a rockstar for hiring him to be your keynote speaker.

# AUDIO/VIDEO REQUIREMENTS FOR IN-PERSON KEYNOTES

## CLIENT TO SUPPLY:

1. A full-range sound system capable of delivering uncoloured sound to at least 110db SPL evenly throughout the auditorium.
2. Where the venue is multi-tiered or split-level, suitable fills and on delays where appropriate must be provided.
3. Visual Monitor Screen. Please have a confidence monitor on stage so Speaker can see his slides (current slide, next slide and presenter notes). Here are examples of what those look like:



4. Audio Monitor System: - One wedge audio monitor on stage
5. LCD projector for PowerPoint presentation. Speaker will run his presentation on Microsoft Powerpoint. The images and videos shown will be at a resolution of (16:9) 1920x1080. The videos will also have audio.
6. If you require the Speaker's presentation to be controlled by the AV team from backstage or back of the room then please provide him with a clicker so he can advance his slides.
7. Microphone. Speaker prefers a wireless headset microphone or alternatively a lavalier. Please make sure that the AV department has a back-up handheld microphone available at all times.
8. At least 1' high riser if more than 100 people.
9. An audio visual engineer.
10. NO lecterns or podiums please
11. If he is delivering a workshop please have a small table onstage so he can place his materials on. Please also have a bottle of room temperature still water and a glass on the table. No ice please! Where the workshop or keynote involves a pre-event breakfast, lunch break or dinner please provide a vegan meal (no meat, fish, dairy).



# AUDIO/VIDEO REQUIREMENTS FOR IN-PERSON WORKSHOPS

- Circular or semi-circular tables of 5-10 per table works best for interactive workshops.



- Please ensure that there is a supply of post-it notes, pens, and paper on each table (the more colourful the better!). See example below:



- Ideally each table should have a flipchart or whiteboard with different coloured pens however James realizes that this is not always possible due to the shape and size of the room. Here is an example of what that looks like:



# SUSTAINABILITY RIDER FOR IN-PERSON EVENTS

*With the effects of the climate crisis being felt across the world, we are at an important crossroads. The decisions we make today will greatly impact our future. As a keynote speaker working internationally, James Taylor looks to play his part as a change-maker - using his voice to push for the changes needed to reduce the meeting, conference and events industry's emissions and build a more sustainable future.*

*The Sustainability Rider is not about making demands. It is a tool to instigate creative collaboration and make the practical changes needed right now. It can and should be adapted based upon the speaker and client's circumstances and to our ongoing discoveries about the challenges we face. The Sustainability Rider is about creating new norms and working together to reduce our environmental impact, from the waste created to the way we travel. Like all other industries, the events industry has much to do and James Taylor and his team are there to support you on your journey towards greater sustainability.*



This Rider forms part of the Agreement between the “Client”) and James Taylor (‘Speaker’) in relation to the event.

The parties agree that, notwithstanding any term to the contrary set forth in the Agreement, the following will be observed by all Production Staff and employees contracted on the Project:

## **1. Travel/Accommodation**

### **The Speaker will undertake to:**

- a. Consider the environmental cost of any transport and accommodation requests and reduce accordingly, avoiding high impact choices such as large trailers, private air travel, or fossil-fuel powered road vehicles.
- b. Take trains, not planes in the UK and Europe where practicably possible. Where a feasible route is not available, or there are time restrictions, access needs or security constraints, alternatives will be negotiated at the Client and Speaker’s discretion, keeping emission reduction in mind.
- c. Where flying is unavoidable, the Speaker and Client will negotiate other ways to reduce emissions. (e.g. flying economy class on shorter routes, or lower emission airlines)
- d. Participate in car shares with other Speakers where practical to reduce travel emissions.

### **The Client Will Undertake to:**

- e. Provide low carbon transport options (e.g. trains, electric vehicles) for the Speaker. If this is not offered, a valid explanation must be offered to the Speaker.
- f. Schedule recovery time for the Speaker where travel is longer than 8 hours.
- g. Provide information about the carbon cost of different transport and accommodation options to allow the Speaker to make informed low carbon/sustainable choices (e.g. predicted emissions of flights, hotel sustainability ratings).
- h. Subsidise the Speaker to make their own way to the event venue if this is a lower emission option (i.e. in their own electric vehicle).
- i. Consider ways to reduce travel from the outset of the project - e.g. choose event locations that require the least overseas travel; commit to using local production companies, kit and staff wherever possible; sharing kit and crew when this is not; using new technology where appropriate to create VR locations onsite.

## **2. Energy Use**

### **The Speaker Will Undertake to:**

- a. Consider the carbon/environmental cost of food by choosing VEGAN food, as well as requests that require the Clients event team to go off site and reduce this accordingly.
- b. When practical, enjoy non-exclusive dressing room use and travel from/to the event venue from the hotel to reduce energy use.

### **The Client Will Undertake To:**

- a. Provide the Speaker with their carbon reduction plan demonstrating concrete, measurable carbon-saving actions and how they are being achieved for the event.



- b. Consider doing a power audit before production to appropriately plan for the event's power needs and reduce where possible.
- c. Ensure that production offices, event locations and post-production facilities are on renewable energy tariffs wherever possible.
- d. Foster a culture of efficient energy consumption during the event (e.g. no engine idling policy, switching off lights, heaters and generators when not in use).
- e. Consider using electric vehicles and public transport throughout the event and providing provisions for charging vehicles at the event venue.

### **3. Materials and Waste**

#### **The Speaker Will Undertake to:**

- a. Bring their own reusable products to the venue: E.g: water bottle, coffee cup, cutlery.
- b. If the Speaker's keynote presentation is being filmed for hybrid, virtual or other uses then the Speaker will collaborate with the make-up person around using own/existing products, refillable products, or sustainable cruelty free vegan brands.

#### **The Client Will Undertake to:**

- c. Provide adequate recycling and composting facilities on set.
- d. Facilitate communication around sustainability between the Speaker and event team.
- e. Operate a zero waste to landfill and zero single-use plastic policy on set.
- f. Consider applying the principles of a circular economy for stage sets and event carpeting, prioritising hires, second-hand, or sustainable materials and passing on/ storing assets at the end of the event.
- g. Consider the environmental cost of providing food at the event by only serving plant-based options.

### **4. Overarching Principles**

#### **The Speaker Will Undertake to:**

- a. Consider the carbon impact of all requests made and reduce this impact wherever possible.
- b. Hold themselves to the same high sustainability standards expected of the event.
- c. Use their voice offstage (on social media and in interviews) to highlight the sustainable production process and its importance.
- d. Engage other Speakers on the topic of sustainability.
- e. Ensure none of these sustainability principles add to or exacerbate existing hierarchies of racism, ableism or sexism at the event.

#### **The Client will undertake to:**

- f. Consider nominating or hiring a sustainability lead with the authority to enact sustainability policies on the ground, empowering and supporting the event team to reduce their emissions.
- g. Disclose all event sponsors to the Speaker and ensure sponsors are ethically aligned with the Speaker, that being the sponsor does not support or participate in animal exploitation for food, clothing, entertainment or any other purpose, in so far as is possible and practicable.

- h. Consider providing sustainability training for the event team at the outset of event planning.
- i. Examine how sustainability and environmental themes can be woven into content from the earliest draft stage.
- j. Ensure none of these sustainability principles add to or exacerbate existing hierarchies of racism, ableism or sexism at the event.

## **5. Nature/Biodiversity**

### **The Speaker will undertake to:**

- a. Consider the biodiversity impacts of any additional requests and calibrate them to minimise impact.

### **The Client Will Undertake to:**

- b. Evaluate and mitigate the biodiversity impacts of any events in outdoor spaces including (but not limited to), air pollution, noise pollution, litter, soil and habitat disturbance.
- c. Consider and mitigate the biodiversity impacts (eg deforestation) in any procurement process (eg of wood, food).
- d. Commit to leaving no natural environment in a worse state than before the event, and consider the potential for regeneration, particularly by working with local communities.
- e. Commit to using products that are non-toxic to wildlife in any event set production.
- f. Consider the potential to include the value of biodiversity in the editorial of the content.

## **9. Catering**

### **The Client will undertake to:**

- a. Consider providing sustainable catering by providing 100% plant based food options.
- b. Have a strategy to minimise food waste (eg pre-ordering of meals) and a system of donation and composting for unused food.
- c. Ensure reusable dishes, cutlery and bottles are used whenever possible. If unavoidable, ensure cutlery and packaging is fully compostable with resources available on set/at the event to dispose of it responsibly.