Stage intro

Say it
Sean Albertson: SHAWN AL-bert-son
AiSCENT: like “ascent,” the i is silent

What this intro does
The keynote opens with a short film. This intro gives a little of Sean’s background, then sets up the film. He walks on as it ends.

Phones
No phones during the film. The audience joins the live app right after it.

Full intro

About 75 seconds

Before we start, think about your best customer. The one you'd never worry about. *(pause)* How sure are you that they're staying?

Most companies have more customer data than they've ever had, and they still find out too late.

Our next speaker spent more than 25 years inside that problem, leading customer experience and intelligence at companies from start-ups to the Fortune 100. He watched vendors sell tools, consultants sell frameworks, and good people hold it all together by hand. What nobody had was a route that connected it all. So he built one. The next hour is that route.

It doesn't work like a normal keynote. It opens with a short film. Leave your phone in your pocket for now and just watch.

When the film ends, you'll want that phone in your hand. Part of what happens next only shows up there. Some of it is for everyone in this room. Some of it is meant only for you.

Leading the climb is Sean Albertson.

CUE: OPENING FILM PLAYS · SEAN WALKS ON AS IT ENDS

Short intro

About 35 seconds, for tight agendas

Every company in this room says the customer comes first. Sean Albertson spent more than 25 years leading customer experience at companies from start-ups to the Fortune 100, and he kept seeing the same gap: no one had connected it all. So he built the route. That's the next hour.

It opens with a short film. Just watch. When it ends, have your phone ready. You're going to need it.

Here's Sean Albertson and The Ascent.

`CUE: OPENING FILM PLAYS · SEAN WALKS ON AS IT ENDS`

General intro

About 30 seconds, when Sean moderates, hosts or chairs

Our [moderator / host / chair] for [this session / today] is Sean Albertson.

Sean has spent more than 25 years leading customer experience and intelligence at companies from start-ups to the Fortune 100, and the last 10 years on stages across North America. He's the founder of AiSCENT, a customer intelligence firm, which means he spends his days with leaders trying to see their customers more clearly.

He asks good questions, and he'll make sure we get to the useful answers.

Please welcome Sean Albertson.

Choose the words in blue to fit the session. No film or phones for this one.

For the production team

The Ascent keynote only

- Sean is miked and waiting side stage before the intro starts.
- As the emcee says the last line, roll the opening film. It has sound and plays through the house system.
- The film ends on “Welcome to the Ascent. Join the experience.” That’s Sean’s walk-on and the moment the audience joins the live app.
- Keep enough light in the room after the film for people to see their phones.
- The emcee doesn’t need to explain the app. Sean takes it from there.