

Swift Kick

A FOUNDATION FOR *Student* ENGAGEMENT

Come
on in!



Introduction Packet



SK@SwiftKickHQ.com
www.SwiftKickHQ.com
877-479-4385

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Campus Speaker

ck

of the Year



11 Years

500 Schools

120,000+ Leaders



2009 APCA
Speaker
Of The Year



2014 APCA
Speaker
Of The Year



2007 APCA
Speaker
Of The Year



2008 APCA
Speaker
Of The Year



Leadership Training

*"If you struggle to engage your people,
you need to contact Swift Kick*



Jane Westbay

*as they are spot on and
will help you build a strong
foundation of engagement."*

www.ApathyIsTheIssue.com

www.ApathyIsTheIssue.com

Perfect For

Student Leaders

Staff Trainings

Orientations

RA's - SGAs - OLS

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Four-Time Campus Speaker of the Year,
Swift Kick, trains campus leaders on how to
build a culture where every student feels
welcomed, connected, and engaged.

Swift Kick

SwiftKickHQ.com --- 877-479-4385 --- SK@SwiftKickHQ.com

Our Master Facilitators



LEADERS IN STUDENT ENGAGEMENT

150

THOUSAND

Leaders
Trained

4x

Campus
Speaking
Awards

450

College
Clients



About Tom Krieglstein



Tweet
Tom



@TomKrieglstein
TomKrieglstein.com
tom@SwiftKickHQ.com

Tom Krieglstein is a nationally recognized speaker, writer, and consultant on creating community, increasing student engagement, and fostering student retention. He has worked with over 450 schools worldwide. He has gone from successful internet entrepreneur of a \$1.5 million dollar company at 21 years old to **four time “Campus Speaker of the Year.”** As the founder of #SAChat, #SLChat, Swift Kick, and Student Launcher, Tom has dedicated his life to elevating students and educators to higher levels of success. Blending together his technical aptitude with masterful storytelling, you’ll see why he is the premier educator on student engagement.



About Melissa Ruiz



@MelissaAngela27
Melissa@SwiftKickHQ.com

Hi
Melissa



Melissa Ruiz, MSW began her career in higher education in Conferences and Events, before transitioning into Residence Life and then Student Life and Academic Advising. She jokingly says there isn't a job in Student Affairs she hasn't done yet.

She obtained her Master of Social Work degree from Rutgers University, along with a certification in Gerontology and was a John A. Hartford Foundation Fellow. Before college, Melissa was a competitive dancer, trained in tap, jazz, ballet, lyrical and hip hop. At the ripe age of 16, she went on tour with some of the country's greatest dancers and choreographers through Dance America. She currently resides in New York City.

Our Student Leadership Training

Leadership Training



Just like on a dance floor, every school experiences varying levels of student engagement between those fully involved (student leaders) and those lurking on the edge (apathetic students). The same tactics to create successful social change on a dance floor (connections, relevancy, models of success, and motivation) also work to increase engagement within any school. DFT provides student leaders a new model for creating community, increasing student engagement, and fostering a culture of retention.

OUTCOMES



Serious Outcomes!

AUDIENCE

- 1) New paradigm to look at the problem of apathy
- 2) Recognizing and labeling the five stages of engagement
- 3) Defining new goals for engagement
- 4) Learning how to move beyond poster/email/flier marketing
- 5) Blender Events as a new tool to increase relationships
- 6) 4 Rules for creating successful Blender Events
- 7) Making any event contagious and fun
- 8) 4 steps to move a group from apathy to engagement
- 9) Moving from engagement gatekeepers to facilitators as leaders

This program is intended as a training for your current student leaders, RAs, SGAs and OLs on how to turn student apathy into engagement and increase member retention rates. A DFT Student Leadership Keynote should run between 45 minutes to 2 hours whereas a DFT Student Leadership Training should run no less than 2.5 hours and can go all the way up to 3 days

VIDEO & MORE

<https://goo.gl/g9GzLN>

Our New Student Orientation Keynote

Orientation Keynote

Go On
Get Your
5ive
On

People in the center of a dance have all the fun, meet all the people, & experience the best dancing. The same is true for school. The more involved one is on campus, the more fun they'll have, the more people they'll meet, and the more dancing success they'll have. In this highly engaging and fun keynote, students gain an immediate understanding and desire to get more involved on campus and take advantage of the opportunities a school offers beyond the classroom. Dust off your dance shoes & report to the dance floor!

OUTCOMES

- 1) Motivate students to get involved on campus beyond classroom work.
- 2) Reference the hero's journey as a framework for personal development.
- 3) Understand the personal benefits of an engaged culture.
- 4) Develop skills to become a student leader.
- 5) Commit to specific goals for the year.
- 6) Dance and have fun :-).



WoOt!
WOoT!

AUDIENCE

A DFT Orientation Keynote is intended as an inspirational and energizing program for your New Student Orientation to get new students excited about the idea of maximizing their college experience by getting involved on campus beyond the classroom.

A DFT Orientation Keynote should run between 45-90 minutes. An additional 1-2 hours can be included if ice breakers are needed.

VIDEO & MORE

<https://goo.gl/DeKLtx>

Our Professional Staff Trainings

Pro Staff Development

Why Are You In Student Affairs?



As part of our mission to help students reach higher levels of success, we know that helping the professional staff do the same is just as important. Through trainings and keynotes created for professionals, we help Student Affairs Professionals develop higher levels of motivation and proficiency. From keynotes at conferences such as ACUI, NASPA and APCA, to on campus trainings for the entire office on team building, vision setting and strategic planning we have the perfect training for your next event.

TRAININGS

- 1) How to Solve Student Apathy or How To Engage the Unengaged
- 2) Running Effective Meetings
- 3) Strategic Planning for Your Team
- 4) How To Communicate With Crappy People
- 5) Leveraging Social Media for Increased Student Engagement
- 6) The Art Of Cat Herding...How To Be A Great Org Advisor
- 7) Surviving the Dreaded Student Affairs Burnout Factor

AUDIENCE

Our professional trainings are intended for Student Affairs Professionals working within an educational institution.

A typical pro dev conference keynote or department training should run between 45 minutes and 3 hours.

MORE INFO

<https://goo.gl/uVGcDz>

Pro Dev
FTW!



Additional Session Topics



Wow!
That's a
lot of topics

5 Secrets to Creating the Perfect Environment for Your Student Event

Leveraging Social Media to Score your Dream Job

6 Secrets to Successfully Fundraise Using Social Media

#OnlineMarketing for #StudentEvents

Creating the Perfect Leadership Retreat

Event Planning on the Cheap

How To Manage Your State While Walking on Fire

Why You Should Get Involved on Campus (Orientation Keytalk)

Breaking The Ice on Ice Breakers

How To Communicate With Crappy People

Strategic Planning for Your Team

Running Effective Meetings

Recruiting & Retaining Group Members & Officers

How to Solve Student Apathy or How To Engage the Unengaged

Surviving the Dreaded Student Affairs Burnout Factor (ADVISORS)

From Advisor to Coach - How to Guide Your Students To Success (ADVISORS)

Leveraging Social Media for Increased Student Engagement (ADVISORS)

Defining Student Engagement in the 21st Century (ADVISORS)



Our Critics Have Spoken - Part 1

I'm
Blushing



Dear Committee,

I have booked Swiftkick for three straight years for leadership training, twice for our state-wide leadership conference, hosting close to 500 student leaders from all over Virginia. Tom is an amazing, charismatic, humble and engaging speaker and holds student's attention like no other guest speaker. His message through stories, humor, activities, social networking and laid back style are perfect for today's students.

The best thing about Swiftkick is their unique message of addressing student apathy and how to energize and create an enthusiastic campus culture. Student leaders come away with creative ideas to engage their fellow students, how to use Facebook and MySpace to further enthusiasm and a sense of purpose in their roles as student leaders.

Without hesitation, I would recommend Tom/Swiftkick for a successful conference. I guarantee Tom will deliver an exceptional program and one that will be scored with a 'hit' by your student leaders.

If you would like to speak to me in person about any additional information or to answer questions, please do not hesitate to contact me.

Sincerely,

Sandi Pope
VCCS Student Leadership Conference Committee Member
Student Activities Advisor
Lord Fairfax Community College
6480 College Street
Warrenton, VA 20119
(540) 351-1512
Email: spope@lfcc.edu

Our Critics Have Spoken - Part 2

S

Salisbury

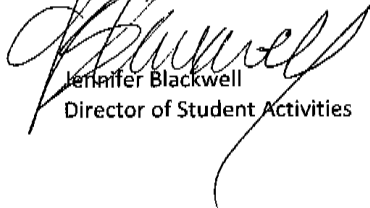
Dear Sir or Madam:

I have worked with Swift Kick for over two years. During this time, I have found Swift Kick to be very professional and accommodating in regards to tailoring a program to fit specific needs. Also, Swift Kick's approach to follow-up both pre and post-presentation are above average. Kevin Prentiss and Tom Krieglstein are excellent in their ability to not only deliver a relatable message to students, but also to provide support and resources for student affairs professionals.

During my tenure at Wesley College, I utilized Swift Kick's services to not only speak with student leaders in a large group setting, but also to dynamically facilitate a retreat for a small group of students. Tom's comfort in speaking not only with students, but also with staff and administration on the topics of Facebook/Myspace and student apathy (Dance Floor Theory) made any workshop or presentation quite engaging and memorable. The content and delivery of presentations provided by Swift Kick were relevant, eye-catching, provided opportunities for experiential learning activities, and addressed learning outcomes appropriately. I often booked presentations annually, sometimes even multiple times throughout the year. In my current position with Salisbury University, we are exploring opportunities with Swift Kick to develop an annual leadership retreat and training. Swift Kick is a company that you can come back to year after year and know that you're getting the best experience.

It is without reservation that I recommend Swift Kick as a company to provide student leadership training and resources to not only students, but also staff and administration within an institution. If you would like to speak in more detail about my specific experience in working with Swift Kick, please do not hesitate to contact me at 410-546-6928 or by email at jdblackwell@salisbury.edu.

Sincerely,



Jennifer Blackwell
Director of Student Activities

Our Critics Have Spoken - Part 3



I wanted to thank you so much for arranging to have SWIFT KICK be our DSU Program Board leadership retreat facilitator. The weekend your company designed was absolutely perfect. My students can't stop talking about it.

We learned so much useful information and in such a fun way. What great team building sessions and exercises. Everyone really got to know each other very well and came away with such positive memories and stories. They came to the retreat unsure if this was where they fit in on campus and left a team and a family and "friends for life".

I loved the stories shared, the exercises, the enthusiasm y'all showed and how much attention to detail you put into every group you work with. People are still using the catch phrases you taught them and it has been months since you were here.

I just wanted you to know that SWIFT KICK definitely made a positive impact on me and my students and we look forward to working with you in the future. You and Kevin make a great team and I would love to serve as a reference for you in the future.

Feel free to have anyone call me if they have any questions about what a great job you do as I am proud to call myself not only a customer, but also a fan and a friend.

Take care!

Swift Kick rocks!

Boyd Jones
Campus Programs Director
Winthrop University
803-323-2108
jonesbj@winthrop.edu



Institutions We Work With +450 Others

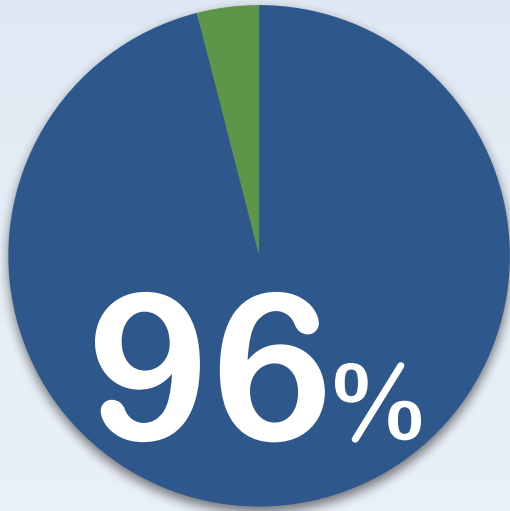
That's a lot of Airlines Miles!



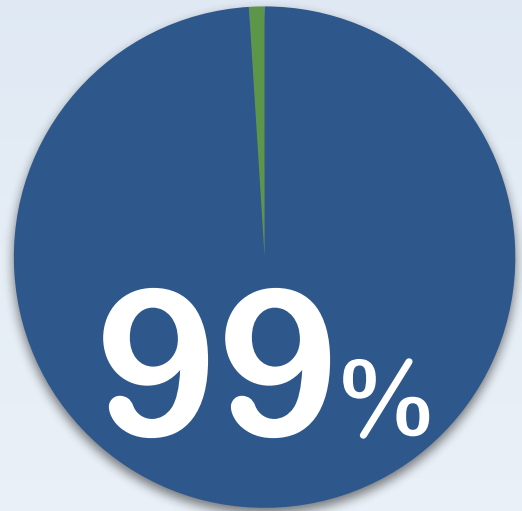
And The Survey Says...

After every program, our hosts fill out a Post Program Survey and rate various topics on a scale of 0-100%.

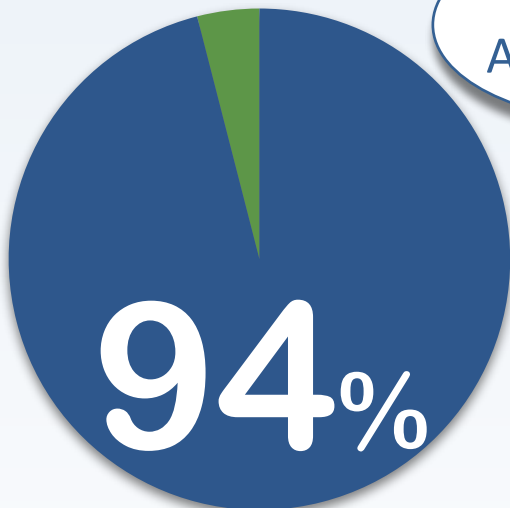
Here's a summary of the results...



How Would You Rate The Overall Program?

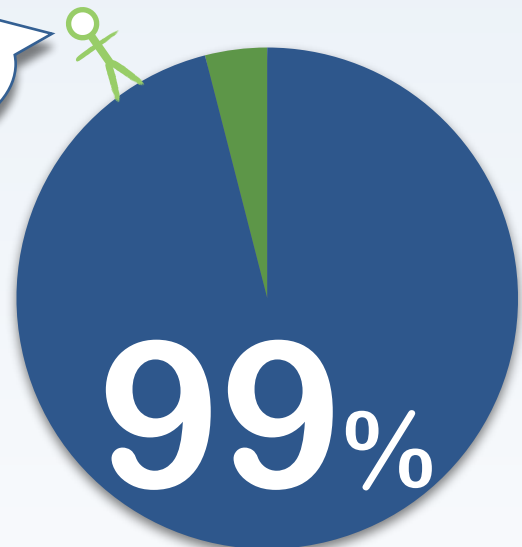


Would You Recommend Swift Kick To Someone Else?



Were The Outcomes Clearly Met?

We Love Assessment!



How Would You Rate The Speaker?

Swift Kick

A FOUNDATION FOR *Student* ENGAGEMENT

Let's Get Started!

Lock In Your Date Today

www.SwiftKickHQ.com/Calendar

www.SwiftKickHQ.com/Pricing

SK@SwiftKickHQ.com

877-479-4385



Woo
Hoo!

