

Gifting Activation Overview

Turning Individual Dreams into Collective Moments of Impact

As part of Seb's keynote, there is a powerful opportunity to transform audience goals into a real-time, on-stage experience that's immersive, uplifting, and unforgettable.

By integrating real-life dreams shared by attendees, this activation brings your event's themes to life creating a moment of generosity, vulnerability, and connection that amplifies Seb's message on the power of goal setting, accountability, and action.

How It Works (On Stage)

Step 1: A slide will be presented featuring a curated list of attendee-submitted goals. Seb uses this moment to highlight the importance of goal identification, accountability and connection.

Step 2: Seb will then surprise one (or more) audience members by inviting them on stage and gifting them their goal. The reveal includes a playful, engaging game that involves the crowd—sparking laughter, emotion, and energy.

How It Works (Behind the Scenes)

1. **Goal Collection**
 - After the Pre-Event Call, Seb's team will provide a custom link to a form asking attendees: "What's your biggest dream?"
 - The client is responsible for distributing this form via email or event app.
 - Client will have full access to the form, as a way to monitor and assess goals.
2. **Progress Check (2 Weeks Out)**
 - Seb's team will follow up with an update on the number of responses. A minimum of 20 submissions is required.
 - If needed, the form can be re-shared to boost engagement.
3. **Goal Selection (1 Week Out)**
 - Together, the client and Seb will identify a meaningful goal that can be granted on stage.
 - Logistics will be confirmed.
4. **Live Activation**
 - During the keynote, Seb will deliver a 2–3 minute moment of magic revealing the selected goal in front of the audience and creating a transformational experience.

Important Note

This is not just a “giveaway moment.”

This is about purposeful generosity—designed to reinforce the core themes of the keynote: goal setting, goal sharing, accountability, and courageous action. The gifting serves as a symbol of what’s possible when we move from intention to action.

Examples of Past Goals

- Helping someone overcome a fear of public speaking, live on stage
- Granting a skydiving experience
- Surprising someone with a dream trip
- Encouraging a creative pursuit with tools or mentorship

Budget Considerations

Whether there’s an allocated budget or not, Seb will find a creative and impactful way to bring a dream to life. It’s not about scale—it’s about meaning.

Cost guidelines for popular goals (ball park figures):

- Sky Diving: \$250
- Race entry (i.e marathon): \$150
- Educational / Learning Course: \$100-\$500
- Concert: \$200
- Disney Land (family of 4): \$1,500
- International Trip (4 days): \$1,500 flights + \$1000 (accom)

Post Event Benefits

- Final spreadsheet with all submitted goals for the client’s use
- Clients have used these for continued engagement offering incentives, creating community connections, or sparking future initiatives.
- The client will liaise with the gifted individual to ensure all logistics are managed smoothly