



Letter of Testimonial

I am honored to share my experience working with Michael Hingson, our keynote speaker and break-out session facilitator at our 2024 annual PACSTX Educational Conference in October 2024. As the conference's organizational committee chairperson, I personally hosted Michael for the duration of the event. In addition to introducing Michael at the keynote event (and participating as an audience member), I had the honor of accompanying Michael throughout the conference at dinner events and his book signings. And, of course, we had many occasions to interact one-on-one in the months and days leading up to the event as we worked out the finer points of the keynote address, break-out session, travel plans, and financial arrangements.

There are so many wonderful things to say about the experience of working with Michael in preparation for our event, as well as the effect he had on the attendees during the event. A few factors really stand out. First, the experience of collaborating with Michael to develop the keynote address to focus on issues that were most meaningful to the audience at that time was a unique experience that I have not encountered in developing 15 consecutive annual conferences. Most speakers are unwilling to modify a canned presentation. Michael is more interested in how his address will help the audience, not himself. Michael and I spent a lot of time discussing and pinpointing the aspects of his life experiences that were most meaningful to the audience at that time. Michael's flexibility in crafting his keynote was extraordinary. In 15 years, no other keynote speaker at our event has moved our audience in quite the same way.

Michael also showed a deep interest in each person with whom he spoke one-on-one. I had a unique opportunity to see this passion as I assisted him in setting up his book sales and accompanying him at evening social events. Michael connects. He asks questions and he responds in a manner that gets a smile out of everyone he touches. People are drawn to him, and no one leaves disappointed. He remembers everything he says to everyone he encounters. If the opportunity arises to ask an attendee a follow-up question from an earlier conversation, Michael will surely take it and blow that attendee's mind. Everyone leaves feeling special.

I highly recommend Michael Hingson as a keynote speaker, session facilitator, or in any other capacity for a conference or similar event. He will enhance that event more than can be imagined.

Sincerely,

Brian Ketay, PACSTX Education Committee Chair