

My Service Commitment to Meeting Planners

Here is what I will do for you before, during, and after my presentation

- ✓ Prove completely collegial, honest with and accessible to you.
- ✓ Work together to make this a valuable event for your attendees that reflects well upon you and your organization as well as upon myself and LeadingThinkers.
- ✓ MAKE YOUR JOB AS EASY AND PLEASANT AS POSSIBLE!

Before the presentation, I will:

- ✓ Be familiar with your organization and understand the purpose and theme of your meeting.
- ✓ Be available at your convenience to discuss specifics regarding your event and regarding the content and delivery of my presentation during your event.
- ✓ Create a specific plan to accomplish your goals for my presentation.
- ✓ Speak to several of your intended attendees to gather information about their experiences so I can tailor the presentation to your group as specifically as possible.
- ✓ Coordinate with other speakers or the speakers' bureau to assure your goals are met.
- ✓ Notify you in advance of my travel itinerary.
- ✓ Bill you an all-inclusive speaker's fee so you don't have to bother with receipts and reimbursements later.
- ✓ Discuss educational materials with you as a premium for the attendees.
- ✓ Ship any educational materials you pre-order directly to the event site at no extra cost or trouble to you.

On-site, I will:

- ✓ Notify you when I arrive on site – or contact you immediately should any serious delays occur.
- ✓ Be accessible to you from the time I arrive until I leave.
- ✓ Retire early the night before my presentation.
- ✓ Be responsible for my own travel, room and board expenses. My speaking fee covers these expenses.
- ✓ Be in the meeting room for a sound check at least one hour before I speak.
- ✓ Coordinate with the set-up crew and other presenters to make sure my needs fit your overall needs.
- ✓ Stay out of the way until it is my turn to speak.
- ✓ Study your audience and the other speakers to align my message with them.
- ✓ Be dressed appropriately, always one step more formal or business-like than the audience.
- ✓ Provide an easy, brief written introduction and be available to coach my introducer.

- ✓ Make suggestions to the crew as to how to maximize audience impact through creative use of lights, sound or staging.
- ✓ Be in the room, seated and visible to you even before my introduction begins.

During my presentation, I will:

- ✓ Walk on stage cheerfully and open my presentation with energy and purpose.
- ✓ Never use off-color language or material.
- ✓ Interact constantly with the audience and involve them through questions and exercises as appropriate.
- ✓ Present well-researched, compelling information.
- ✓ Use stories and humor liberally.
- ✓ Use appropriate audio/visuals to enhance the look, feel and impact of my presentation.
- ✓ React maturely, good-naturedly and flexibly to any problems that arise. This includes: audio visuals, lights, sounds, emergencies, etc.
- ✓ Never be rude to an audience member.
- ✓ Allow for questions and comments from the audience during my presentation.
- ✓ Summarize my points and offer ways to remember my key points.
- ✓ Relate my points to your organization and people.
- ✓ Never abuse my assignment by turning my speech into a sales pitch.
- ✓ Only offer my products and services if that is approved or requested in advance.
- ✓ Stick to my time frame and adjust if needed.
- ✓ End my presentation on time so you stay on schedule.

After my presentation, I will:

- ✓ Stay around after my speech briefly to answer questions or hear comments.
- ✓ Check out and depart with minimal effort to you.
- ✓ Promptly fill any orders for my products.
- ✓ Send a copy of my email newsletter for each audience member as a follow-up, if desired.
- ✓ Suggest strategies to continue the impact of my message during follow-up.
- ✓ Never disclose any sensitive information about your organization.
- ✓ Be willing to accept personal phone calls and emails to follow up on the presentation from individual audience members. I respond to email messages and phone calls within 24 hours, and often within a few hours.

Bottom Line:

I will deliver an exceptionally good presentation in a highly professional manner. If you have any doubts, ask me for contact information for meeting planners who have been delighted with my presentations.

I proudly adhere to these accountability standards, based on a list originally

established by Jim Cathcart, CSP, CPAE, and past-president of the National Speakers Association, as a personal and professional code of conduct for speakers.

Let's talk about how I can add value to your next event!
Call 323-931-4555 or [email me](#) for details.