

I believe **it is important for you to know that I am dedicated to the success of your event**, delivering on promises made while being low impact on your overall planning.

**Prior to the Presentation I will:**

1. Be available to discuss plans for my keynote, presentation or other.
2. Know what your organization does and why it does it.
3. Know why I am there and have a specific plan to accomplish your goals for my Presentation.
4. Relate my presentation to the theme of your event
5. Understand the audience's perspective and use it to customize the presentation.
6. Notify you of my travel itinerary
7. Provide an introduction

**On-Site, I Will:**

1. Notify you when I arrive on site and contact you immediately should any serious delays occur.
2. Be honest with you at all times
3. Be in the conference/meeting room for a sound check 60 minutes before the time of my keynote/presentation or other.
4. Coordinate with the set-up crew to.
5. Study your audience and the other speakers to align my message with them.
6. Be dressed in a suit
7. Provide an easy, brief introduction and be available to coach my introducer.
8. Make suggestions to the crew as to how to maximize audience impact through creative use of lights, sound or staging if desired.
9. Be in the room, seated and visible to you well before my introduction begins.
10. Make sure my needs fit your overall needs

**During My Presentation, I Will:**

- Use an original sand film entitled, "Synergy," as an introduction, exercise or conclusion
- Share passion, motivate and use language with energy and purpose.
- Stick to my time frame and adjust if needed based on your needs
- Interact with the audience and involve them appropriately
- Present well-researched, thoughtful information and data.
- Use stories and humor.
- Use appropriate slides and audio clips or video clips to enhance the look, feel and impact of my speech.
- Respond maturely, good-naturedly and flexibly to any problems that arise. This includes: audio visuals, lights, sounds, emergencies, etc.
- Allow for questions and comments from the audience after my presentation when it fits your needs
- Relate my points to your organization and people.

- Never abuse my assignment by turning my speech into a sales pitch.
- Only offer my books and products if approved or requested in advance.

### **After My Presentation, I Will**

- Stay around after my speech briefly to answer questions and listen to comments
- Check out and depart with minimal effort to you.
- Itemize my expenses and bill you promptly after the speech (see final contract)
- Provide receipts as needed.
- Promptly fill any orders for my products.
- Sign up audience members for my email newsletter 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 or emails to follow up on the speech from individual audience members or executives.

### **In Summary**

I will deliver an exceptionally good presentation in a highly professional manner that will exceed your expectations.