

"Your program was the most popular of the conference. You cut through the 'noise' and left us with a serious message."

Dan McManus, Editor

MIKE'S PERSONAL PREFERENCES

I understand and appreciate how busy meeting planners are. My job is to compliment your program by taking implicit direction "once" and then stay out of the way until my program is scheduled to begin. I will request to listen to those speaking before me so I can avoid duplicating any messages or undermining their presentations in any way.

In an attempt to answer many of your initial questions, here are my suggested personal preferences:

PRE-PROGRAM INTERVIEWS:

There is no better way for speakers to get up-to-speed than with a few personal interviews with key meeting personnel. These can include both executives and meeting participants. I will ask permission to contact a few people to become familiar with your company's objectives.

MEETING MATERIALS DISTRIBUTION LIST:

I ask to be placed on your meeting mailing list so I can receive non-classified company information related to the event. This helps me feel "in-the-loop" once I arrive at your meeting's location. It also prevents my having to ask questions that have been answered in printed meeting materials.

TRANSPORTATION:

Coach-class airfare for one. Any additional baggage fees or excess equipment charges will be billed back to my client. If possible, a prearranged pick-up and drop-off service at the airport makes for a smooth transition. Rental cars and/or local transfers are invoiced back to the client. Personal driving miles (if applicable) is invoiced at the current government standard.

ROOM SETUP:

Classroom seating is preferred. This allows for comfortable note taking. A center aisle makes it easy for me to enter and connect with the audience. A podium is not necessary. Risers are recommended when your group exceeds 150 people.

AV REQUIREMENTS:

Wireless lavalier microphone works best. A hand held wireless mic will suffice. I try to avoid hardwired mics. I prefer to use my own Mac Pro laptop. I bring my own slide advancer.

FEE:

Keynotes, half-day or full day workshops may vary slightly depending on the unknown. For budgetary purposes you can figure between \$7,500-\$8,500 ... plus travel related expenses. I'm happy to discuss an all-inclusive fee to avoid clerical work when it comes to expenses. (Local same-day engagements within driving distance are quoted separately.)

TRAVEL-RELATED EXPENSES:

There are no surprises here. Travel related expenses include local transportation, meals, home airport parking and any other previously approved expenses.

PROMOTIONAL ASSISTANCE:

I am eager to help you promote your event. This may include a pre-program webinar or a series of topical articles.

FOLLOW UP:

Under the category of "accountability," you might want me to conduct a post meeting webinar or Q&A session to insure that the information shared at your meeting has been both internalized and implemented.

