

PRE-PROGRAM CHECKLIST

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Bob Phibbs, the Retail Doctor®

Keynotes • Seminars • Consultations

Nothing is more important to us than helping to make your event a resounding success. In order to make sure nothing "falls through the cracks" at show time, we've created the following pre-program checklist that will assist us greatly in presenting the best program possible for your group.

To help ensure that Bob's program meets your expectations and fulfills the ultimate benefit of your audience, please review the requests below and let us know if there are any challenges. Bob is flexible and will work with you to maximize the effectiveness of your event.

Room Setup:

Set the room up theater or classroom style with two side aisles and a center aisle, in chevron seating. Position the first row about six feet from the stage. For events with round tables place chairs in crescent seating position (see page 3-4 for room setup charts).

Place a table in front of the stage for Bob's laptop and notes so Bob can refer to his laptop during the presentation instead of having to look behind to the screen.

Either on stage or in a prime position towards the front, please have a skirted cocktail table to hold the cake and materials.

Platform/Riser:

Bob moves around on stage and through the audience. If a stage is provided, please have steps placed in the front, if possible.

Bob does not speak from a lectern. If it is necessary for a lectern to be on the stage for other parts of the program, please have it set to the side of the stage during Bob's presentation.

Microphone:

Bob prefers to use a wireless lavalier microphone. He enjoys being able to move around freely so he can interact personally with your group.

Audio/Visual Aids

Bob requires an LCD projector and screen. For his Mac laptop, he needs a VGA cable and sound out. Please make sure the overhead lights do not fall on the screens.

Head Table

If the head table is on the stage, please have it set far enough back so Bob

can work in front of the table. (Bob is full of energy, and needs room to move around and interact with the audience!) Please reserve seats in the audience

for the people at the head table so they can enjoy the presentation as well.

Recording of Presentation:

The material to be presented is protected by copyright. Audio and/or video recording is not permitted unless a separate recording agreement has been signed prior to the event for an additional fee. If recording is agreed to in advance, please provide him a copy of his segment.

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Introduction

[Download Bob's introduction](#). Please use this to introduce Bob to your group.

Hotel and Travel Arrangements

Hotel room reservations (non-smoking king bed, concierge level), preferably at the same hotel where the meeting is to be held, are to be secured by you, the client, guaranteed for late arrival, and should be billed directly to your organization with Internet access. Bob will book his own travel arrangements, non-refundable, (non-stop, when possible) coach fare, round-trip.

Ground Transportation

Bob will take a cab or secure a rental car unless you arrange ground transportation (to and from the airport). If so, please let our office know who will be meeting him.

Payment of Fee

Per the agreement, 50% of the speaking fee is due to finalize any speaking engagement and the remaining balance of the fee is 30 days in advance. An invoice, including travel expenses and any per diem, will be mailed prior to the engagement.

Pre-Program Questionnaire/Information

Please send us any information such as industry magazines, company history, recent newsletters, or product brochures that will increase Bob's understanding of your business or organization, its products or services, people, and challenges.

Complete the Pre-Program Questionnaire and return to us via email. Also, if available, please send us a copy of the program that will be used for this event.

Once you've taken care of each of these items, you can be assured that everything will run smoothly | now YOU can relax and let Bob do the rest!

Bob offers a personalized URL for his clients to compile personality data prior to the engagement. Please share this link in your confirmation details or special email follow-up to your attendees.

Circle Table Setup Diagram

The following are typical Room Set Up diagrams. I realize your specific needs, event size and requirements may be different so please adjust accordingly.

For Classroom with ROUND Tables.

- 6 to 8 chairs max depending on table size in horse shoe setup.
- Doors must be at back of room or back side of room so people entering room do not interrupt the presentation.
- Must leave enough room at the front for the Projector, Screen, Riser and viewing angles

BACK OF ROOM

Rectangle Table Setup Diagram

