Meeting Professional Checklist

We are so excited to be working with you!!

Upon confirmation of the engagement, our Director of Delight will call you to answer any questions you may have regarding the following items. Please keep this checklist handy to ensure all the information you need for a successful engagement! We want to do everything we can to make our collaboration a red-carpet experience!

☐ Meeting Professional sends back the signed agreement, with the 50% retainer. This solidifies the date and we can commence working on the program. The Red Carpet Learning Systems Team will send back a signed copy.

Travel Logistics

☐ Donna will make her own airline reservations and ground transportation arrangements.
☐ Please give us the closest Major airport to the meeting venue.
____________________________________________________________________________________

☐ Unless we have agreed otherwise, the Meeting Professional will make and pay for lodging. Donna will need to stay one or more nights, depending on the program schedule. She’ll arrive the day BEFORE the engagement.
☐ Name of the Hotel: ________________________________________________________________
☐ Address of the Hotel: ______________________________________________________________
☐ Phone: ____________________________
☐ Confirmation Number: ______________________________________________________________
☐ Check In Date: __________ Check-Out Date: _______________________
☐ Is there a shuttle from the airport to the hotel? ____________________________
☐ Name & Address of Venue (if not the same as hotel)
________________________________________________________________________________________
_________________________________________________________________________

☐ Phone: ________________________________________________________________
☐ Room(s) where Donna will speak: ____________________________________________

A/V Requirements

☐ This information is located on a separate sheet that our Director of Delight will send you. Standard A/V Requirements can also be found on the Keynote Speaking page of our website.
Gifts for Your Attendees

- After your attendees hear Donna speak, they are going to want to run back to their workplace and roll out the red carpet for customers! Let them take Donna and her customer ideas home with them, by ordering copies of her book, *501 Ways to Roll Out the Red Carpet for Your Customers: Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Leave a Lasting Impression*. Donna’s book retails for $16.99. However, for bulk purchases you can buy them at a discount.
  - 100-499 copies - $11.04 per book, plus shipping.
  - 500-999 copies - $10.70 per book, plus shipping.
  - For quantities of 1000 or more, give us a call.

- Too much for your budget? Talk to us about what Donna can do for a vendor who sponsors books for all your attendees, including a custom bookmark AND signing copies from their trade show booth!

Photos for Presentation

- If you send photos of your members, employees, customers, etc. to Donna@RedCarpetLearning.com (or use a service like Dropbox), she will use them to personalize her PowerPoint Presentation. Anywhere between 10-30 photos, sent electronically, is helpful. By sending them to us, you imply permission for Donna to use them in her presentation for your event.

- It’s also helpful if you send Donna a high-resolution copy of your logo to use in her PowerPoint presentation. Send that to Donna@RedCarpetLearning.com.

PowerPoint and Handouts

- If Donna uses PowerPoint for your event, it will only contain photos and other elements to enhance her presentation visually. It will not have bullet points or information that work as a handout. It would not be helpful to share it with your audience. However, we can provide handouts for later reference, which you can duplicate or make available for download.

Dinner Before

- Donna will happily attend dinner or your event the night before! Please let us know the time as soon as you can, so she can book her flight accordingly. The only thing that might stand in the way is if she’s coming straight from another engagement.
However, please help Donna be fresh and ready to deliver an amazing presentation the next day, by helping her stick to these guidelines.

- Donna would like to be back in her room no later than 8:30pm so she can get a good night’s sleep.
- She really tries to stick to a no-sugar, no-carb, high-protein, fruit and veggies diet when she’s on the road. Please don’t be offended when she declines dessert or the pizza. She’s just trying to stay healthy.

Additional Information

- We’re happy to provide you with an article by Donna to publish on your newsletter or website before or after the presentation. Just let us know.
- We’ll send you a photo or to for use in your conference brochure or on your website.
- Please send us any information you have related to your company or association, and the conference. Donna will also want to do some phone interview research as well. Email us at Rachel@RedCarpetLearning.com or send to Red-Carpet Learning Systems, PO Box 19798, Asheville, NC 28815.
- We’ll send you a prepared introduction for your use. Donna will also bring one with her just in case. Please use the introduction as written and not Donna’s biography. The intro is designed to be short, sweet, and fun!
- The balance of Donna’s fee is due on or before her arrival to your event location.
- Please let us know if you wish to videotape any portion of Donna’s presentation. She loves it when you do, and there is no charge for this! However, there is a separate agreement to sign should you wish to do so. Donna retains the copyright of her presentation and all her materials.
- Please give us a heads up if you’re using IMAG or simulcasting Donna’s presentation.

Here’s What You Can Expect from Us

Before the Presentation:

- We will send you all the materials you need in plenty of time! If you aren’t sure if you’ve received it, please email Rachel@RedCarpetLearning.com.
- Donna will do her research about your industry and your group! Her presentation is tailored to each client and every audience.
- Rachel will call you to confirm and ensure all the details are taken care of before the event.
- We will happily send a promotional video to help prospective audience members know what to expect from Donna’s presentation.

During Donna’s Visit
Donna will text or call you the minute she arrives on site. No need to worry if the speaker has arrived!

- She will arrive for her presentation at least 1 hour in advance. If she's the opening keynote, she’ll get there 1 hour before the event begins. If you need her earlier, just let us know!
- She will be prepared!
- She will give you her absolute best on stage!!!

**After the Presentation**

- We will call you to follow up and ensure you’re a happy camper! We'll also send a customer service survey. Let us know how we did.
- Donna will send you the name of at least 2 other speakers she thinks would be a great fit for next year’s event!