

Phyllis Khare

Speaker, Trainer & Author



Event Contract between

Phyllis Khare - Social Inc. and _____

Event Date: _____

Presenter Information

Contact Name:

Contact Address:

Direct Phone:

Email:

Event Information

Event Location Name:

Event Location Address:

Direct Phone:

Other:

Speaking Event Descriptions: Phyllis has presentations for a variety of social media, technology, and business marketing events. Choose the one you have discussed with her or write in the new title:

- Social Media Marketing Know-How (for Passion-Fueled Second Career Boomers)
- 5 Powerful Ways Google (not Facebook) Will Impact your Business this Year
- The Modern Rules of Marketing — How Attractive Are You?
- Social Media Marketing Rules – 7 Things a Local Business Should Always Do Online
- Old People Don't Scroll (and Other Online Behaviors of the Boomer Market)
- Custom Program _____

Ownership: copyright ownership of all presentation materials and handouts remains with Phyllis Khare - Social Inc. You have permission to video-tape the event as long as Phyllis receives a copy of the recording. You may use the recording to promote your organization, and she has permission to use the recording (or any part of it) to promote her services. If Phyllis records the event, you will receive a copy.

Information about audience and its needs: In order to create a more useful presentation, Phyllis needs information about the audience and its needs. Thank you for facilitating the gathering of information by email or survey before and/or after the event date. She will need the email address of each participant to send them a Resource Document and provide follow-up. She will have an easy input form for you to use. The link to that form will be provided once a deposit has been received.

Referrals and testimonial: If the presentation is acceptable you agree to provide the name and contact information for two other presenters whom you believe may find a similar presentation useful. In addition, she always loves reading a paragraph about the presentation and its value for the attendees. By writing such an endorsement, she reserves the right to reproduce it in other marketing materials. Thank you.

All payments: *Invoices will be sent to Contact information noted at the top of this document. A deposit is needed to schedule the event. Balance can be paid on day of event by check or payment of invoice. Checks can be written to Phyllis Khare - Social Inc.*

Deposit: required in advance to book the date.

Speaking Fee: USA: \$7,500.00 - 20,000 USD **Abroad:** \$10,000.00 - 20,000 USD.

The remaining balance is payable at beginning of event. This fee **does not include** travel, hotel and meals. All those related costs are the responsibility of the presenting organization. Any social events added to the event are welcomed, just let us know well in advance, as she likes to schedule social media meetups while in different cities and doesn't want to overlap those events.

No Cancellation No Refund Policy: If you need to change the date of the engagement all fees paid in advance shall be transferred to the new date. Should the event be cancelled due to an act of God (i.e., fire, flood, curtailment of all transportation services, civil unrest, etc.), there will be no refund, but a future date will be scheduled.

She has other products or books to sell. This is a very soft-sell system. She'll need a table at the back of the room for those transactions. There is no percentage of sales to the event organizer, but she is known for being very generous with her products to the producers of events.

In good faith and happy anticipation of a great partnership, we sign below:

Phyllis Khare - Social Inc.

Date

Date

Technical Rider from Phyllis Khare

Over the last 25 years, I've given more than 500 presentations to groups as small as six and as large as 5,000 from the ages of 5 to 105. Many of these were in my previous incarnation as "Miss Phyllis" the musical performer, but it turns out that being a speaker and trainer has 90% of the same challenges as a musical act!

I created this technical rider to help the producers of my performances - er - I mean - talks...create a wonderful experience for the attendees. Please make sure this list gets into the hands of the person who actually does this work. You can also forward his/her name to me in case they want me to clarify any of the points. phylliskhare@gmail.com

- 1. I use a Windows laptop running PowerPoint. Please provide the correct cable to your presentation projector. I run the presentation from my computer only.**
- 2. Sound out might be needed, please provide the correct cable for that, too.** AC power should be within six feet of the computer.
- 3. I need a wireless lavalier microphone.** To be specific, I need a clip-on type microphone, not an earpiece, with a belt pack. **I do not have ability to stand still (and I need both of my hands) so a wired microphone, a handheld microphone or a podium microphone do not work. At all.**
- 4. For any group more than 25 people, I need a microphone.** Please be sure that you've tested it on all areas of the stage for volume and for feedback.
- 5. Some large audiences are best served using iMag, which projects an image of the speaker on several large screens. This works well, however, you MUST have your iMag set up so that least one screen the audience sees carries nothing but my slides, while one or more carry the image of me speaking. If you have a large group, you should have at least two screens, and at least one of the screens should have just the slides from my computer and at least one of the screens should have me running around. It is NOT acceptable to switch back and forth on one screen. If you only have one screen it would be better to use the screen for the slides.**

6. My laptop is controlled by a **remote control that I bring with me**. The laptop must be set up **within sight** and no more than 20 feet of the most distant point where I will be standing. It usually works best to have it on a cocktail-type table **so it can also work as a confidence monitor**.
7. **I can't present my laptop to you the night before for setup and safekeeping, nor can I surrender it you the day of the event. It stays in my possession.** However, I am more than willing to work with your team on a tech check, preferably thirty minutes before I go on stage or before the whole event starts.
8. In groups of more than fifty, Q&A is tempting but not usually an effective way to end the presentation. Instead, asking selected audience members to **submit questions to a moderator** in advance is a good idea. Then, when the talk is over, you can have one person firing questions—ending the meeting on an up feeling.
9. Groups that **schedule a break right after my presentation** are usually glad they did. You get that high-energy group at the front of the room for people who want to say "hi" and you get conversation time as people consider what they just learned.
10. If your booking involves an overnight stay, please be sure to find a hotel that's either **at the venue or closer to the airport** than the venue itself, and book a **non-smoking room please**.
11. **I'm fine with tables in the room** for people to use their laptops and tablets.
12. Feel free to take as many flash photos as you'd like before my talk, but please, **no flash during the presentation**.
13. **My slides are available for download after the event and I will make that announcement during the talk.** In addition, unless you specifically work it out, you don't have the ability to record and then resell or distribute my talk. **I generally like to have a recording made as long as I get the rights to use it, too.**
14. You can **email me** phylliskhare@gmail.com **or a Private Facebook Message** is actually quicker and more effective than a conference call. Please put the venue name in the subject line.

15. Suggested intro:

Phyllis is the author of two comprehensive books on social media marketing; ***Social Media Marketing eLearning Kit for Dummies*** and co-author (long with the fabulous Amy Porterfield and Andrea Vahl) of ***Facebook Marketing All-In-One for Dummies***. (Yes, she is a Dummies writer.) Phyllis has been a featured guest on Social Media Examiner, eMarketingVids and many Twitter Chat Events. She's a writer for the magazines published by GSG World Media with an online reach of over 14.5 million for each magazine. Her understanding of social media marketing spans Twitter, Facebook, LinkedIn, YouTube, Pinterest, Google+ and many up and coming social sites. Along with Andrea Vahl, Phyllis has created an online learning center for a private group of coaching clients called ***Social Media Manager School*** and has a regular column "**The Social Media Report**" in iPhone Life magazine.

Teacher, speaker, consultant and in-demand writer of ***all things social media***, Phyllis loves to teach and inspire all types of businesses. Ever the cheerleader, she has been known to jump up and down in excitement about the marketing possibilities with social media.