

Linda Swindling's Event Checklist

To help ensure nothing gets overlooked and everything goes smoothly for your engagement with Linda Swindling, we have provided the following checklist. We hope this list allows you to concentrate on your real job -- running your meeting and looking like a superstar!

- Reviewed and sent back a signed copy of Letter of Agreement that outlines the scope of Linda's presentation and payment terms.
- Processed deposit invoice for payment.
- Obtained all of the logos, photos, bios and other information necessary to promote the event.
- Completed and returned Linda's Pre-Event Questionnaire 30 days prior to event and scheduled a call between key stakeholders and Linda. This will provide Linda with background on your company and details of the event.
- Sent Linda additional background information on your company (i.e., annual and quarterly reports, company brochures, new employee packages, etc.).
- Arranged for each attendee to receive a copy of Linda's book or books that complements your topic. Ask us about discounted pricing.
- Kept Jill Scott, Linda's Business Manager, apprised of any changes to the exact time, date, and location of Linda's presentation.
- Reserved all of the Audio/Visual Equipment for the meeting. Refer to the Audio/Visual Requirements list.
- Confirmed and forwarded confirmations and details for accommodations and local ground transportation to and from the airport and the meeting venue. Linda generally books her travel about 2-4 weeks prior to the event at which time we will forward that information to you.
- Submitted the meeting program/agenda to Linda also including the meeting room name. Are there any last-minute changes or additions she should be aware of (i.e., additional speakers, etc.)?
- Processed final invoice for payment to be received by the due date.
- Printed handouts, one per attendee, on 28lb paper, two-sided and color preferred.
- Selected someone, with strong speaking skills, to introduce Linda. Provided them with a copy of Linda's Introduction to rehearse prior to the date of the event.
- Selected someone to take photos of Linda as she presents. Reviewed the *Recommendations for Taking Speaker Photos* sheet that will be sent along with the Introduction one week ahead of event.

We hope you find this checklist helpful. If you have any questions, please contact Linda's business manager, Jill Scott, at 412-212-3193 or email at jill@lindaswindling.com.