



Travel Arrangements

We request hotel reservations for a non-smoking room in Fran Berman's name. Please have the hotel confirmation letter or confirmation number sent to our office. Usually, at least one overnight is needed. We request that the hotel room charge and tax be billed to your organization or the event's master account.

Fran will make her own coach-class air reservations. Air fare, ground transportation, lodging, reasonable meals, tips, porters, parking, etc. will be invoiced to the client within ten days following the event and are payable upon receipt.

Audio/Visual Requirements

To ensure a seamless, professional delivery, Fran requests the following

- Cordless lapel microphone, except for groups under 15
- Computer-generated projection system. Fran uses PowerPoint presentations for most programs. She provides her own notebook computer.
- PC compatible cables for connection to the computer-generated projection system
- Multi-plug surge protector and extension cord. Extension cord should not be taped down until Fran's technical walk-through.
- Projection screen large enough for the person in the last row to see clearly
- A/V assistance readily available for any last minute issues

Please advise if you will be using image magnification (IMAG) or have a video crew on site.

Lighting

So that Fran is in clear view, please provide adequate light on the area where she will be standing.

For clear viewing of the PowerPoint slides, please position the projection screen in a sufficiently darkened area to the left or right of the stage/riser, not directly in the middle.

Speaking Room Arrangement

The room size should be adequate for the size of the audience. We believe that it is better to have standing-room-only than a room that is too large for the size of attendance. Whether theater- or classroom-style, we recommend a chevron setup.

Speaking room arrangements for each engagement vary based upon the size of the audience and type of program. Fran usually prefers two skirted display tables on the stage/riser, a pitcher of room temperature water with lemon and at least two glasses; for programs of two or more hours, a bar stool or high chair.

For programs that include a book signing or the opportunity for audience members to purchase Fran's latest product offerings, she requests a 6-foot skirted table and chair at the rear of the room.

Once Fran knows the specifics of the presentation and group, she will provide a clearly drawn diagram of her preferred room set-up. She requests that you share it with the hotel and/or production company to assist them in their planning and set-up.

Logo

Fran personalizes every presentation and related handouts. Please provide your organization's logo in electronic format (.tif, .bmp, .jpg, or similar) via e-mail or disk.



FutureFocus

Change ♦ Technology ♦ Productivity

Logistics for Fran Berman

Fran Berman, MBA

Speaker ♦ Author

Handouts

Once finalized, Fran will provide to you, by e-mail or hard copy (your choice), a master personalized handout for duplication in appropriate quantities for the upcoming program. Fran recommends double-sided duplication to control your costs, minimize the bulk of materials attendees amass during the event, and curb the impact on the environment. Fran Berman owns the copyright to all masters and materials.

Product Sales

For programs that include a book signing or the opportunity for audience members to purchase Fran’s latest books and resource materials, she requests a 6-foot skirted table and chair at the rear of the room.

Audio and/or Video Recording

Fran Berman owns the copyright to any recording of the presentation. If distribution is not-for-profit within the client’s organization and Fran approves and receives the master copy, there will be no additional charge to the client. If distribution is for-profit, we will negotiate a separate written royalty agreement.

Cancellation

Cancellation by client 120 days prior:	50% of deposit
Cancellation by client 60-119 days prior:	100% of deposit
Cancellation by client within 60 days prior:	Full fee
Cancellation by Speaker:	Speaker will provide comparable substitute or refund the deposit in full.

Background of Your Organization

As soon as they are available, please send us

- Agenda of the conference/meeting
- Brochure for the conference/meeting
- Past conference/meeting brochures
- Any promotional mailings for this event
- Product/service brochures
- Annual report
- Newsletter or magazine
- Other printed information you believe will best help Fran understand your organization

Please add Fran to your mailing list for this event.

Best Results

You can enhance the success of Fran Berman’s performance by ensuring that:

- The audience is not exhausted or drunk.
- The room size is adequate for the size of the audience.
- The room is properly lit.
- The sound system works and a/v assistance is readily available for any last minute issues.
- There is a riser so that every audience member can see Fran.

