

WHAT'S THE PROCESS

The Leadership Experts



SEVEN STEPS TO SUCCESS

How Our Booking Process Works

As a former meetings & event professional herself, Nora appreciates the time, effort, and money it takes to put on a fantastic event while making it look easy. We want to make your job legitimately easier, help you shine, and ensure your event gets all the right buzz. Whether you need an opening keynote speaker, closing keynote speaker, or a keynote and emcee combination, we look forward to partnering with you!



Let's Connect Via Phone or Zoom Video

Critical to the success of your event is ensuring that we're the right fit to work together. We pride ourselves on booking Nora for her "perfect fit" clients. This initial conversation will provide the opportunity to talk through your event goals, key event information (including checking date availability of course) as well as getting a sense of Nora's style and approach to her work. To book this conversation you can call our office (303.578.8518), email (Hello@TheLeadershipExperts.com) or use our on-line booking site: <https://bookme.name/NoraBurns/lite/pre-event-discussion>



Book It!

Ready to make it real? Excellent! We will prep a speaker agreement for your signature and place a tentative hold on Nora's calendar. To secure the date, a non-refundable 50% deposit of her fee is required along with the signed agreement. The temporary hold will be in place on Nora's calendar for one week to hold your date while we await receipt of the signed agreement. Once both the agreement & deposit have been received, you are invited to use Nora's name, likeness, bio, etc. in your promotional materials. Want Nora to record a promo video for your use? We are glad to be part of your marketing plan!



The Undercover Project™ Consultation & Research

Your agreement and deposit will put into action our customization plan. We'll set up next-step calls to sort out additional marketing material, confirm room setup, coordinate travel, staging, etc. This is also when we begin your customized Undercover Project™ research, survey, or assessments to create a unique, on-point program that is designed specifically for your event.



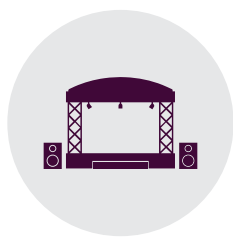
Logistics Review & Check-In

Four weeks before your event we would delight in a final logistics review and check-in. Sometimes there are a few changes to expected registration numbers, room assignments, A/V support, etc. and we find this scheduled check-in is helpful for both our team and meeting planners. As Louis Pasteur said so many moons ago, "Fortune favors the prepared".



Mark It Paid

The remaining balance is due no later than ten (10) days prior to your scheduled event. Some organizations request an invoice while others operate from our signed agreement. Some clients pay via check, others via electronic transfer. Let us know your preference and we will work with you to make payment seamless.



It's Showtime!

For out-of-town engagements (aka outside-of-Denver), Nora will be scheduled to arrive the day before her presentation. If she is presenting the closing keynote she may arrive two days in advance to sit in on earlier sessions. As soon as she is "boots on the ground" in your city she will reach out via text to her primary contact. (A former meeting planner herself, Nora does whatever she can to relieve event planner stress!). With plenty of time for a sound check and to sort out any final production elements, we will be good to go!



Debrief

Based on Nora's experience with you and your team it's likely she could refer a few potential speakers for future events.

