Details for getting the most out of a talk, session, or workshop with Scott Gould

Hello dear event planner!

I used to run events and conferences myself, so I'm in admiration of how much you are probably getting done right now, as well as empathetic to how much you still have to get done! (So – I hope this document helps!)

Over the last sixteen years, I've given more than 500 presentations to groups as small as six and as large as 6,000. During that time, I've figured out what works and what doesn't.

I'm sure you've got most of this covered, but I've found it best not to assume, just in case! Therefore, to help you get the most out of your event, I've included this handy list of requirements and suggestions.

If you need anything else, please email me, scott@scottgould.me.

Yours engagingly,

The Info!

Working with me

- I'm a low maintenance, easy-to-get-on-with speaker, who is at the same time highly committed to the event. I try to be what I always wanted in a speaker!

- I like to be organised, and you'll have no problems from me in terms of late files, arriving late on the day, not responding to emails, changing plans, etc.

- What follows below is probably what most event organisers will try to provide or do anyway, but I'm just making it crystal clear. (By the way, if you like this document, feel free to share with others.)

Fee

- As an independent, professional speaker I charge a fee. I do not work for a company that pays my salary as do some conference speakers, therefore I unable to speak without compensation.

- The fee, and Ts and Cs ,will be with the proposal I have already sent or will be sending.

- **Important:** I require payment of invoices 100% **upfront** for all my clients.

Expenses

- **Flights**. I usually speak out of the UK and so flights are almost always required. Most organisers like me to email them my preferred flights, and then they will pay for them at their end. This saves a long expense process. I do not specifically request business class flights.

- **Trains**. If I am speaking in the UK I will take a train, which I will book and then invoice to you.

- **Visa**. If a visa is required to enter your country on a UK passport, I will require you to arrange this process for me, and either pay for it or refund it to me upon invoice.

- **Transfer to and from the airport in the UK**. This is usually under £100 and I invoice it to you as an expense once I have paid for it at my end.

- **Pickup from the airport**. Most organisers like to pick me up, however I'm also happy to be transported in a pre-booked taxi.

- **Accommodation**. Please book me into the same hotel as other speakers, and preferably one that is in the city centre and has a gym :-)

- **Transfer to the venue**. Like all speakers I expect the organisers to arrange transport for me to the venue to speak, as well as to any other venues that you require me to be at. I do not like to arrange this myself.

- **Small per diem**. I'm sure you'll appreciate that if I'm delivering value at your event it shouldn't come as a cost to me. So I ask for you to cover any reasonable expenses incurred by my hotel room, such as any meals that I need to eat while the hotel. Please note that I am respectful and do not abuse this privilege, especially as most organisers take me to eat with them anyway.

- **Insurance**. I have my own professional and personal insurance, however sometimes a country requires visitors to take out an additional insurance policy. Where this is the case I will invoice it to you.

- **That's it!** Beyond the above, I do NOT claim any expenses for the food or drink that I consume, any travel I make, or actives I enjoy, of my own accord. So you do not have to worry about a surprise expense invoice coming your way once the event is done!

Duration

- **I like to arrive the day before the event**. This is so that I get a good night's sleep and can be on my best performance for you at the event.

- **Speaker's dinners.** Most organisers host a dinner for speakers the night before the event or on the evening of the event, and it is always a delight to attend these.

- **Meeting attendees / VIPs / your team.** After my talk I always stick around to talk to people. I'm also happy to meet anyone you'd like me to for a brief meeting, such as sponsors, dignitaries, local businesses, or even better, your team, as you're the ones who made the event happen!

- **Enjoying your city**. Sometimes organisers like to offer me a day and extra night at the hotel, after the event, to explore the city. I'm always grateful for such an opportunity, and love tasting local beers :-)

Content

- **Topic of talk or workshop**. I have a set of talks that I customise to your audience, so I like to have a call with the event organisers before hand to talk over the content. You can book a time for this call with me via this link: sgould.co/meeting

- **Speaking order**. I'm a high energy speaker, so organisers often like to have me at the beginning of the day to set the tone, or immediately after lunch to wake people up from their food!

- **Bio for website / suggested intro**. Most events have speaker bios on their website. Many organisers also like to introduce their speakers before they get on stage. For either of those, here is my bio which you can use: sgould.co/bio

- **Q&A**. In groups of more than fifty, Q&A is tempting but not usually an effective way to end the presentation. Instead, I recommend asking selected audience members to submit questions to a moderator in advance. Then, when the talk is over, you can have one person firing questions — ending the meeting on an up, not with, "okay, so there's no more questions, time to go." The other alternative is a great deal of Q&A, at least fifteen minutes.

- **Panels**. I'm not a fan of them, but I am happy to appear on one if you wish. Here's an article from Adam Grant with some great tips on how to run a conference panel that isn't terrible.

Tech Rider / Requirements

- **Slides**. Like almost every speaker, I use slides. I will email these to you beforehand, and also bring them with me on a USB stick as a backup. They will be in both PowerPoint and Keynote, without any transitions and effects, so that they simply work on whatever machine you have running the presentations.

- **Clicker**. I will need a clicker to go through the slides. I will have a backup with me just in case.

- **Audio**. Sometimes I use audio in my talks, so audio is required please.

- **Microphone**. I prefer a wireless clip-on tie mic, which is also known as a lapel or lavalier mic. I do not like headsets or round the ear microphones, nor handheld microphones.

- **Confidence monitor**. This is a screen that shows the speaker their own slides, so that they do not have to regularly look at the projector screen behind them. This can be either done by a laptop on stage that is running my slides, or a dedicated screen on the floor. I really recommend you have one of these if you do not, as it really does greatly help speakers.

- **Rehearsal / tech setup**. As a former techie myself, I like to test my slides, audio, microphone, clicker and confidence monitor before hand, to make sure I am in the position to do the best for your event. Usually this is in the morning before the event begins. Please ensure I arrive at the venue in time to do this, and that you tech team are ready for me to do this with them once I arrive. (I suggest you do this with all speakers if you currently don't.)