



Ford Saeks, Prime Concepts Group, Inc.

Business Growth | Internet Marketing | Social Media Networking | Success

Pre-Program Checklist

Nothing is more important to us than helping to make your event a resounding success. In order to make sure nothing "falls through the cracks" at show time, we've created the following pre-program checklist that will assist us greatly in presenting the best program possible for your group.

To help ensure that Ford's program meets your expectations and fulfills the ultimate benefit of your audience, please review the requests below and let us know if there are any challenges. Ford is flexible and will work with you to maximize the effectiveness of your event.

Room Setup

Set the room up theater or classroom style with two side aisles and no center aisle, and chevron seating. Position the first row about six feet from the stage. For events with public interaction use round tables with chairs in crescent seating position (see page 3-4 for room setup charts).

Platform/Riser

Ford is more visible on a raised platform (16 to 24 inches is fine). Being elevated makes it much easier for everyone to see and enjoy his presentation. Please have steps placed in the front, if possible.

Ford does not speak from a lectern. If it is necessary for a lectern to be on the stage for other parts of the program, please have it set to the side of the stage during Ford's presentation.

Microphone

Ford prefers to use a wireless lavalier microphone. He enjoys being able to move around freely so he can interact personally with your group.

Audio/Visual Aids

Depending on the presentation and program topic, Ford may require a LCD projector and screen.

Head Table

If the head table is on the stage, please have it set far enough back so Ford can work in front of the table. (Ford is full of energy, and needs room to move around and interact with the audience!) Please reserve seats in the audience for the people at the head table so they can enjoy the presentation as well.

Ford Saeks Pre-Program Checklist

Recording of Presentation

The material to be presented is protected by copyright. Audio and/or video recording is permitted and encouraged. A separate recording agreement must be signed prior to the event. If recorded, Ford requests that you provide him a copy of his segment.

Introduction

[Download Ford's introduction](#). Please use this to introduce Ford to your group.

Hotel and Travel Arrangements

Hotel room reservations (non-smoking king bed, concierge level), preferably at the same hotel where the meeting is to be held, are to be secured by you, the client, guaranteed for late arrival, and should be billed directly to your organization. Ford will book his own travel arrangements, non-refundable, (non-stop, when possible) coach fare, round-trip.

Ground Transportation

Please arrange ground transportation (to and from the airport) and let our office know who will be meeting Ford, or let us know if you need him to take a cab or secure a rental car.

Payment of Fee

Per the agreement, 50% of the speaking fee is due to finalize any speaking engagement and the remaining balance of the fee is due on-site, immediately following Ford's presentation. An invoice, including travel expenses and any per diem, will be mailed prior to the engagement.

Pre-Program Questionnaire/Information

Please send us any information such as industry magazines, company history, recent newsletters, or product brochures that will increase Ford's understanding of your business or organization, its products or services, people, and challenges.

Complete the Pre-Program Questionnaire and return to us via fax, email or snail mail. Also, if available, please send us a copy of the program that will be used for this event.

Once you've taken care of each of these items, you can be assured that everything will run smoothly - now YOU can relax and let Ford do the rest!

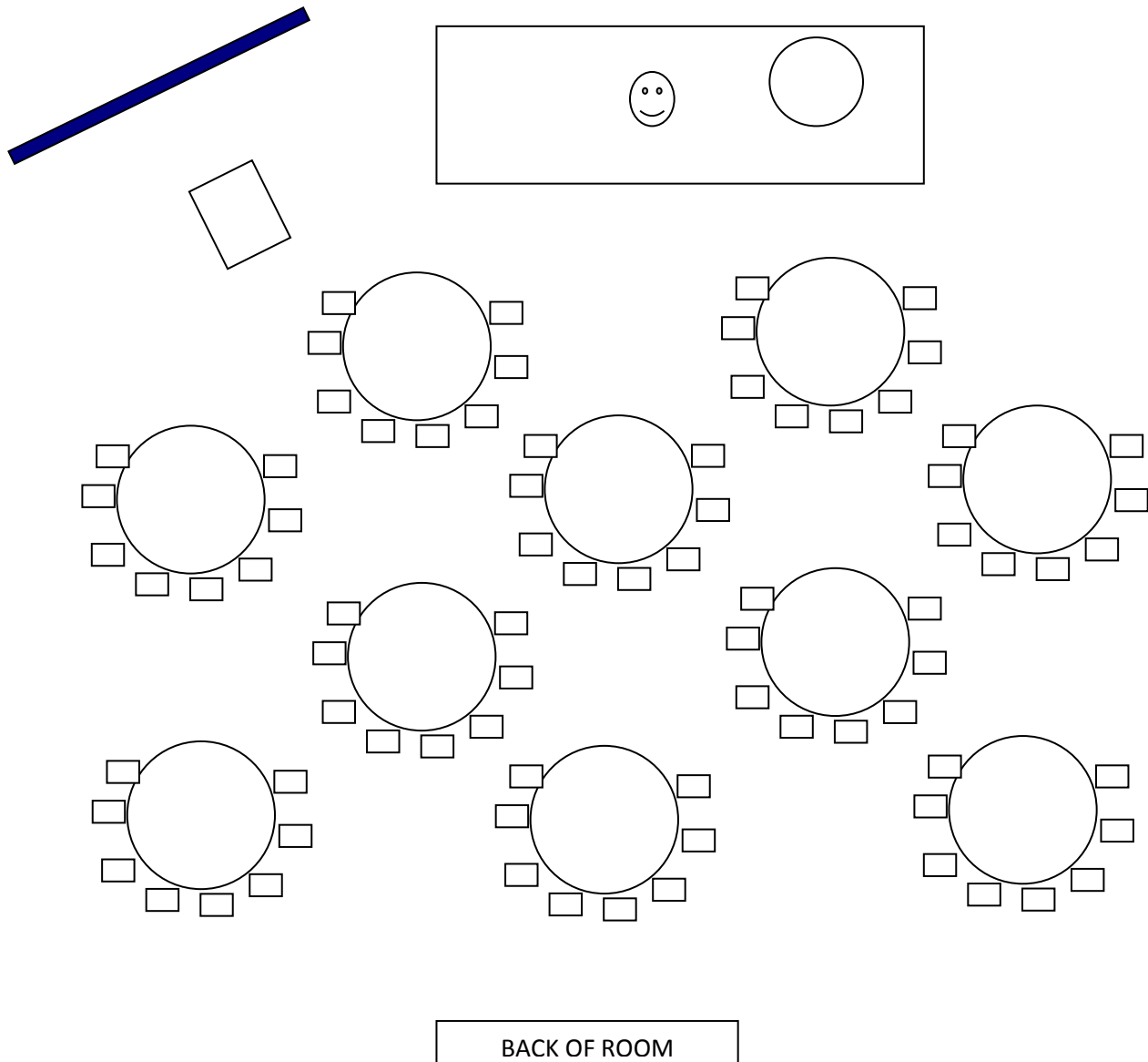
Ford Saeks Pre-Program Checklist

Round Table Setup Diagram

The following are typical Room Set Up diagrams. I realize your specific needs, event size and requirements may be different so please adjust accordingly.

For Classroom Setup with ROUND Tables.

- 6 to 8 chairs max depending on table size in horse shoe setup.
- Doors must be at back of room or back side of room so people entering room do not interrupt the presentation.
- Must leave enough room at the front for the Projector, Screen, Riser and viewing angles



Ford Saeks Pre-Program Checklist

Classroom Table Setup Diagram

With 6' or 8' rectangle tables

- Must leave enough room at the front for the Projector, Screen, Riser and viewing angles
- Doors must be at back of room or back side of room so people entering room do not interrupt the presentation.
- Chairs must set with enough space for adults – NOT touching tightly.

