



Retaining Me for Speaking

Thank you for your interest in considering me for a speaking engagement with your organization. This document describes the various terms and different packages under which you may retain me for your event.

In Person Appearance

Although I generally leverage my research to create presentation content, I also work with Customers to deliver presentations that meet their needs. My presentations can incorporate key messages and themes that are relevant to the Customer's situation.

1. Customer works with me to tune my presentation to meet Customer's needs. This requires 2-3 meetings in advance of the event to discuss objectives, timing, key messages, and so forth.
2. Customer reimburses the cost of return travel from my home (Sechelt, BC, Canada) to the event site. Travel costs include airfares and ground transportation.
3. Customer reimburses the costs of any accommodations where travel extends beyond one day. Generally, I aim to arrive at the event site one day before the event and stay for the duration of the event.
4. Customer provides the audio and visual equipment for the purpose of delivering the presentation. I generally use PowerPoint for presentations.
5. Customer permits me to sell copies of my book *Bits, Bytes and Barrels* at the event.
6. Customer provides space and time at the event site after my presentation for the purpose of holding a book signing if a book offer is included.
7. Customer is invoiced for my appearance fee and expenses at the conclusion of the presentation, due in 30 days after the event.
8. Unless we agree otherwise, Customer assumes sole responsibility for organizing the event, including invite lists, agenda, logistics, ticketing, and so forth.

Special Book Offer

At your option, you may wish to include a special book offer as part of your event. In this case, we need to pre-order books for the event so that they arrive on time. Further, books may be customised by adding your logo to the cover and a customised foreword in the book.

1. Customer purchases an agreed number of books prior to the event, billed at the time of placing the order. I process the order to secure any volume discounts, and ship the order to an agreed destination.
2. Customer orders the books three weeks in advance of the event to avoid delays and to obtain best shipping rates.

3. If a custom cover is requested, Customer provides company logo in suitable digital format to be added to the existing cover design. I complete the design, which Customer approves, and prepare the custom edition for printing.
4. Customer pays a one-time setup cost of the custom cover, which is for graphics work, layout and design support, book stocking, and compliance verification to standard.
5. Discounts for bulk orders may apply, and range from 10% to 30% off the retail price.
6. Shipping and handling charges are added to the costs of the book.
7. Custom covers and forewords may take as much as 6 weeks to prepare.

Social Support Basic

For all events, I include a minimum level of social media support to assist with event promotion. These social media campaigns amplify your brand in the market.

1. I promote the event on my website and various social media channels, directing all enquiries to the Customer.
2. I record my remarks for later distribution as a podcast, which will help promote Customer's brand.
3. I promote the podcast a total of ten times over the next annum, to direct traffic to Customer.
4. I post any slides to Slideshare and other on-line sites which Customer can use at their discretion.

Social Support Bronze

Bronze support includes the creation of additional social media assets that become additional campaign assets.

1. Customer works with me to develop a blog post preceding the event. This blog post will be promoted on both of our various social media accounts (LinkedIn, Twitter, Facebook).
2. Customer works with me to develop a blog post proceeding the event. This blog post will be promoted on both of our various social media accounts.
3. I promote both of these posts ten times over the next annum, to direct traffic to Customer.
4. I produce an interview-style podcast with the Customer about their brand and the event using my podcast recording equipment.
5. This podcast is published on my various social media accounts and is available on YouTube.
6. I promote this podcast ten times over the next annum on my various social media accounts.

Social Support Silver

Silver support includes all bronze elements as well as the creation of a video of the event.


1. I retain the services of a local videographer to produce a video of my presentation.
2. Customer receives a copy of the video alongside a YouTube link for ease of internal distribution.

3. I promote and distribute the video on my various social media platforms, which will help promote Customer's brand

Social Support Gold

Gold support incorporates dedicated social media support at your event. This can be provided both on site and remotely.

1. I provide a dedicated social media analyst throughout the event to post to selected social media platforms to promote the Customer, the brand and the event, using comments, hashtags, shares and likes.
2. For on-site coverage, Customer pays for any travel and accommodation costs for social media support.
3. Customer and I work together on a social media strategy associated with the event, with specific targets and goals to be accomplished.

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