



www.stephenjonthompson.com

Steps to Bringing Stephen Thompson to Your Event or Organization

All the information you need to host a life-changing message in one convenient package.

Welcome...

We know you're busy so we want your experience with us to be as enjoyable as possible. No matter the size or nature of your event, we want to ensure that Stephen delivers the message you need to the people who need to hear it.

We make this process easy and as smooth as possible for you. What does that look like?

- We provide you a dedicated event manager.
- We use a simple workflow and contract.
- We can provide you with marketing materials such as fliers or brochures.
- And if you ever need anything, call us. We're here to serve you.

What's in this Package

- Steps to Bringing Stephen to Your Event
- Booking Guidelines
- Stephen's Introduction
- Pre-Event Survey
- Stephen's Photo
- Post-Event Survey



Steps to Bringing Stephen to Your Event

1. **Contact** one of our event managers to discuss Stephen's availability and to custom-craft a message(s) which will best suit your event's needs.
2. **Complete** and return the pre-event questionnaire (see attached).
3. **Finalize** the date(s) and contractual terms. Your event manager will then generate a contract and e-mail it to you.
4. **Return** the signed contract and your securing deposit (half of honorarium) to our office. The securing deposit is the **only** way to secure the date.
5. **Within 4 weeks** of event, your event manager will call you to confirm:
 - all travel arrangements
 - accommodations
 - event details and other logistics
 - coordinate a date and time for you to call and speak with Stephen (see below)
6. **Within 2 weeks**, conference call with Stephen to review the event and his presentation.
7. **On the day** of the event:
 - Mr. Thompson is low maintenance and low key.
 - Please have the person who is picking up Mr. Thompson at the airport meet him in baggage claim.
 - When introducing Mr. Thompson, please read his entire introduction provided
 - Please have balance of payment available one week before Stephen is scheduled to leave for your engagement.
8. **After the event**, please complete and return our post-event survey.

Booking Guidelines

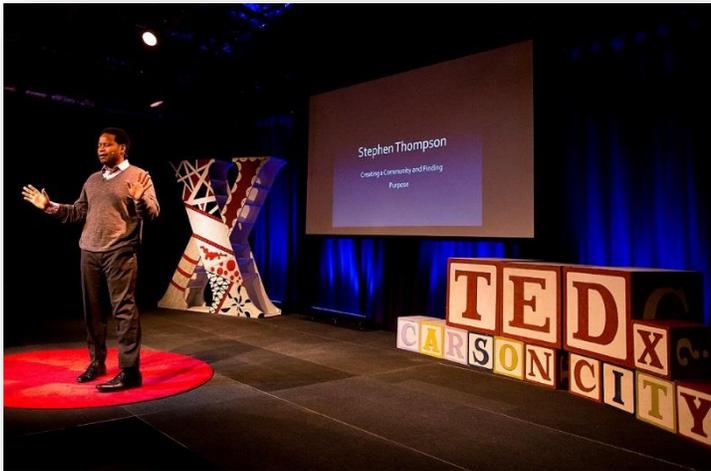
- An advance deposit is required to secure speaking date(s).
- To avoid scheduling conflicts, Stephen has final approval of all travel arrangements.
- Your event manager will provide itinerary for round-trip coach air travel at least one month prior to event for the client to book. Also, hotel accommodations should be booked and be pre-paid by client.
- Final payment of the honorarium is due 1 week prior to Stephen's scheduled departure date.



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Introduction for Stephen Thompson

For your audience to get the most from their time with Stephen, we ask that you use the supplied text when he is introduced at your event. We thank you in advance for your cooperation with this. This introduction will be customized and emailed to you prior to the event.





STEPHEN THOMPSON'S PRE-EVENT QUESTIONNAIRE

Thank you for your interest in having Stephen speak to your organization. Please complete this questionnaire and send it back to us as soon as possible. This will not only help us help you, but will also assure that you are able to secure the dates and times of your choice.

EVENT INFORMATION

Organization: _____
Event Title: _____
Event Theme: _____
Event Date/Time: _____
How Formal? : _____

1. What is this event's specific purpose? (Annual Event and which year, Awards Banquet, Association, Conference, Convention, Trade Show, etc...?)

2. Please describe the setting or venue in which the event will be held.

3. What are your specific objectives / desired outcomes for this event?

4. With your permission, we would like two contact people (e.g. executive, manager, front line employee) Stephen can personally speak with for more information.

Name _____

Name _____

Title _____

Title _____

Email _____

Email _____

5. What is your speaking budget? \$ _____ (USD please)



SPEAKER INFORMATION

1. What are your speaking needs for this event?

Keynote Seminar(s) Workshop(s) Other _____

2. Date and Time of presentation(s). Start: _____ End: _____
Length of Q&A (if any) _____ (please included in above times).

3. What is the purpose of speech(es): (inspiration, motivation, education, graduation, etc.)?

4. What is the desired outcome of the speech(es)?

5. With what three ideas or feelings you would like the audience to leave the event?

a. _____
b. _____
c. _____

6. What takes place immediately before and after Stephen's presentation (lunch, other speaker, etc.)?

Before _____ Who will introduce Stephen? _____
After _____ Title _____

7. Are you planning to record Stephen's presentation? Audio Video

How will the recordings be used? _____

Please remember, you must have received written permission from us to record Stephen.

We are requesting permission now. We have already requested permission.

8. Which speakers have you used in the past for a similar event and what were their topics?

9. What have you liked and/or disliked about them?



AUDIENCE INFORMATION

1. Number of attendees? _____ Are spouses invited? _____
Percentage male/female? _____ Average age? _____
Ethnic make-up? _____

2. Who will be attending this event (executives, managers, employees, clients, community, etc...)?

3. What are the names and titles of your top executives who will attend the meeting?

- a. _____
- b. _____
- c. _____

4. Is there anything Stephen should know about the audience before addressing them?

GENERAL BACKGROUND INFORMATION

1. What is the vision, mission and purpose of your organization? _____

2. Is there a shared concern by the audience and, if so, what is it? _____

3. What is the greatest challenge they are currently facing? _____

4. What are the most significant events that have occurred in your industry, organization or group during the past year?



ADDITIONAL INFORMATION

1. Key contact person in your organization

Name _____ Phone (W) _____

Title _____ Phone (H) _____

e-mail _____ Phone (Cell) _____

2. Key contact person at the event

Name _____ Phone (W) _____

Title _____ Phone (H) _____

e-mail _____ Phone (Cell) _____

3. If there is an emergency during traveling, who should be contacted?

Name _____ Phone (W) _____

Title _____ Phone (H) _____

e-mail _____ Phone (Cell) _____

Emergency Back-up: _____

4. Event location: _____

Phone: _____

Fax: _____

Event room: _____

Distance from hotel: _____

Distance from airport: _____



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STEPHEN'S REQUIREMENTS

1. Audio/visual needs: Stephen requires a **cordless** lavalier microphone (for audiences of 100+) and a flip-chart is required for seminars. Have these arrangements been made? Yes No

2. Hotel where Stephen will be staying (if different from above).

Room should have two queen beds and be charged to the master account for room, food, beverage and tax. A regular room for Stephen's assistant, if required, should also be included.

Hotel Name: _____

Phone: _____

Fax: _____

Distance from airport: _____

Reservation # _____

3. Person picking up and returning Stephen to the airport (if required):

Name _____ Phone (W) _____

Title _____ Phone (Cell) _____

Will driver meet Stephen at... Baggage Claim Curbside
Driver needs to have a sign that says "STEPHEN THOMPSON."

THANK YOU!

Please return to: Gina Lopez Hill at gina@thechangingpoint.com



POST EVENT SURVEY OF STEPHEN THOMPSON

We believe that feedback is the “breakfast of champions”. As our client, we also believe that you are the most important person involved with our organization. As such, your praise is always encouraging but we depend on your constructive criticism and new ideas if we are to become what we desire: to be a catalyst for lasting change in individuals, neighborhoods and communities.

Please help us by sharing your thoughts; we thank you in advance.

Your Name, Phone and Organization: _____

Event’s Name and location: _____

Stephen and his speech:

- | | Agree | Strongly Agree | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Met your expectations. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Furthered the event’s theme/purpose. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Engaged the audience. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

- | | | | | |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 4. The message was impacting. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
- Why or Why not? _____

Stephen’s materials (if provided):

- | | Strongly Agree | Agree | Disagree | Strongly Disagree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 5. Reinforced the message and can be used for future reference. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

DMR’s Service:

- | | Strongly Agree | Agree | Strongly Disagree | Disagree |
|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 6. Staff was helpful and timely. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Web site was clear and helpful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

As the meeting/event planner:

- | | Strongly Agree | Agree | Disagree | Strongly Disagree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| 8. I was praised for bringing Stephen to this event. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. I would recommend Stephen to others. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

Please tell us how you personally benefited from this speech/seminar and/or what suggestions you have:

May we use your comments to recommend Stephen Thompson to others? Yes No

Please send us copies of any feedback materials you’ve collected. This also helps us continually improve.