

Caroline Adams Miller's Event Checklist

To help you ensure everything goes smoothly for your engagement with Caroline Adams Miller, we have provided the following checklist – so nothing gets overlooked, and you will look like a superstar!

- Reviewed and sent back a signed copy of Letter of Agreement that outlines the scope of Caroline's presentation and payment terms.
- Processed deposit invoice for payment.
- Obtained all of the logos, photos, bios and other information necessary to promote the event.
- Completed and returned Caroline's Pre-Event Questionnaire 30 days prior to event and scheduled a call between key stakeholders and Caroline. This will provide Caroline with background on your company and details of the event.
- Sent Caroline relevant background information on your company, (company brochures, new employee packages, etc.) to support Caroline's marketing efforts.
- Arranged for each attendee to receive a copy of Caroline's book or books that complements your topic. Ask us about discounted pricing.
- Kept ADL Speaker Management apprised of any changes to the exact time, date, and location of Caroline's presentation.
- Reserved all of the Audio/Visual Equipment for the meeting. Refer to the Audio/Visual Requirements list.
- Confirmed and forwarded confirmations and details for accommodations and local ground transportation to and from the airport and the meeting venue. Caroline generally books her travel about 2-4 weeks prior to the event at which time we will forward that information to you.
- Submitted the meeting program/agenda to Caroline also including the meeting room name. Are there any last-minute changes or additions she should be aware of (i.e., additional speakers, etc.)?
- Processed final invoice for payment to be received by the due date.
- Selected someone, with strong speaking skills, to introduce Caroline. Provided them with a copy of Caroline's Introduction to rehearse prior to the date of the event.
- Selected someone to take photos of Caroline as she presents. Reviewed the *Recommendations for Taking Speaker Photos* sheet that will be sent along with the Introduction one week ahead of event.

We hope you find this checklist helpful. If you have any questions, please call Caroline's logistics coordinator Jamie Estes at 614-657-5384 or email jamie@adlspeakers.com.