



Business Futurist & Digital Transformation Expert
Author of *microMARKETING: Get Big Results by Thinking & Acting Small*

LOGISTICS

Date Confirmation. Dates will be tentatively held in Greg's schedule upon request. However, a booking will not be considered firm until the execution of a Speaker's Agreement and receipt of the agreed upon deposit.

Travel. Greg travels from the New York metropolitan area. Travel expenses are not included in the fees and, subject to agreement between the parties, will generally include airfare (coach domestic U.S. and Canada; business class outside the U.S. and Canada), hotel accommodations, ground transportation, and reasonable travel meals. When possible, the client should arrange all travel; otherwise travel expenses incurred directly by Greg will be invoiced following the event.

Technical Check. Greg requires a "closed door" pre-program technical check for all systems including laptop, projection system, sound system and wireless microphone. He will work with you to coordinate a mutually convenient time, but generally recommends prior day or early morning on the day of the event.

AUDIOVISUAL & STAGE

Laptop. Greg uses an Apple Macbook Pro, and *always* presents from his personal laptop. While he travels with his own peripherals, Greg recommends that the client arranges for the venue or AV vendor have an Apple Mini DisplayPort to VGA adaptor and an infrared remote control "clicker" as back-up. (Examples: Logitech Professional Presenter R800 or Targus Laser Presentation Remote; remote must have an external USB IR receiver as the current MacBook Pro does not have an internal IR receiver. Note: Apple Remote is not compatible with the current generation MacBook Pro.)

Presentation. In most cases, Greg uses a highly visual PowerPoint presentation to accompany his speech. These presentations can often be larger than 200 MB, incorporate embedded video clips, and usually feature custom fonts. Although he travels with a back-up copy on a USB drive, it is generally not possible to run his slideshow from another machine.

Projector & Screen. Client will provide a laptop projector and screen(s) suitable for the size of the venue. Where venue or event permits (especially for large convention keynotes), Greg recommends that on-stage visual monitor screens or, at a minimum, a "countdown clock" be provided to ensure the best possible experience for everyone involved.

Laptop Audio. Client will provide a sound system suitable for the size of the venue. The AV setup must provide a standard “headphone jack” output for laptop audio.

Table or Podium. Greg does not present from a podium, but will require a table or podium for his laptop, ideally positioned far stage left or far stage right (never center). Alternately, for events with off-stage or backstage “command centers”, Greg’s laptop may be placed off-stage. However, he prefers having his computer on-stage in the event of any technical issues during his program.

Microphone. Organizer will provide one wireless headset or clip-on lavalier microphone (no wired or handheld mics, please).

Lighting. Greg will use the entire stage area. Good, even lighting across the stage is important to ensure visibility by the audience at all times.

Water. Two (2) bottles or large glasses of water should be available on the stage prior to the start of Greg’s speech.

PRESENTATION MATERIALS

Copyright. All presentation materials are © Greg Verdino. The PowerPoint document used in the presentation should not be used by or forwarded to anyone, except as agreed for audience handouts or leave-behinds.

Audience Handouts. For events where audience handouts are provided (either in advance, during or post-event), Greg will provide materials to the client in digital format (usually PDF). It is the client’s responsibility to print and distribute paper handouts to the attendees, if required. Please note that for keynote speeches in particular, Greg’s slides are designed to accompany his speech and not to work as a stand-alone document without voiceover. Also note that certain presentation elements (such as embedded audio-video content) will not be included with leave-behind materials due to size.

PHOTOGRAPHY & AUDIO-VIDEO RECORDINGS

Audio-Visual Release. Greg permits clients to take photographs and make audio or visual recordings of his presentations, for non-commercial use only. In return, Greg requests a high quality copy of any images or recordings, and may use these materials, in part or in whole, for either non-commercial or commercial purposes.

Occasionally Greg may arrange for video recording of his presentation. In any such case, a copy will be provided to the client free of charge for internal use only.