**PRE-PROGRAM CHECKLIST**

[*info@retaildoc.com*](mailto:info@retaildoc.com)



**Keynotes • Seminars • Consultations**

Nothing is more important to us than helping to make your event a resounding success. To make sure everything is a “go” at showtime, 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 Bob’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. Bob is flexible and will work with you to maximize the effectiveness of your event**.**

**Room Setup:**

Set up the room 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.

**Platform/Riser:**

A speaker 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 the presentation.

Bob only uses a lectern if there is not a confidence monitor (for his MacBook). If a lectern must be on the stage for other parts of the program, please have it set to the side of the stage during Bob's presentation.

**Microphone:**

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

**Audio/Visual Aids:**

* Digital projector of at least 4-9K lumens, don’t skimp on the projector. The slides are integral to the effectiveness of the speech and must be easily seen with a powerful enough projector.
* HDMI cable
* Bob runs his presentation from his MacBook and will need sound out from this source.
* Floor presentation monitor or, if not possible, a small table out front for the laptop.

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**Recording of Presentation:**

The material to be presented is protected by copyright. Audio and/or video recording is not permitted. A separate recording agreement must be signed before the event. If exclusive rights are expected for the company or organization, additional compensation will be required and agreed to in advance. If recorded, Bob requests that you provide him with a copy of his segment. All mention of the Speaker must read as follows and include the tag, Bob Phibbs, the Retail Doctor®. Speaker’s website [www.retaildoc.com](http://www.retaildoc.com) should also be mentioned somewhere in publicity or follow-up.

**Introduction**

Please use this to introduce Bob to your group:

*Bob’s mission as the Retail Doctor for over 30 years has been to provide training, inspiration, and hope to brick-and-mortar businesses worldwide.*

*It was Bob’s radical business makeovers for his clients as well as the Los Angeles Times, that drew national attention due to his clients’ uncommon growth and success.*

*He has started and grown three successful businesses. His clients have included some of the biggest brands in retail, including Google, LEGO, Hunter Douglas, Yamaha, and more.*

*His work has been featured in Entrepreneur, PBS, The New York Times, and The Wall Street Journal.*

*His online retail sales training program SalesRX is currently training thousands in over 20 countries.*

*Bob is a Top Voice on LinkedIn for Retail and was recently honored by the World Retail Forum with the Innovation Leadership Award in recognition of his efforts to help retail recover stronger and his relentless messages of hope.*

***Is there a doctor in the house?***

***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

**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.

Bob will book his travel arrangements, business class, and round-trip.

**Ground Transportation**

Please arrange ground transportation (to and from the airport) and let us know what company will meet Bob, or let us know if you need him to take a cab or secure a rental car.

**Payment of Fee**

Unless restated in the contract, a 50% deposit is due with the signed contract, and the balance and travel are due 30 days before the event.

**Pre-Program Questionnaire/Information**

Complete the Pre-Program Questionnaire and return it to us via email. 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 Bob do the rest!