

# Meeting Professional's Handbook

For your program with  
**Laura Stack, MBA, CSP**



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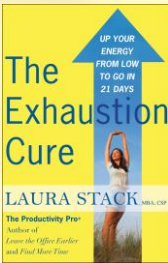
2004



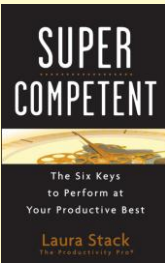
2006



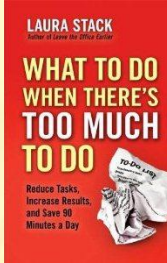
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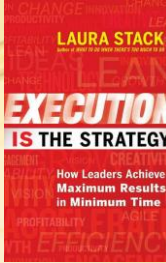
2010



2012



2014



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If you don't find the information you require within this document, please visit our website at [www.TheProductivityPro.com](http://www.TheProductivityPro.com) and click on the "Meeting Planners" menu. Or contact:

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John Stack – 303-471-7401 x 2 or [John@TheProductivityPro.com](mailto:John@TheProductivityPro.com)  
Laura Stack – 303-471-7401 x 3 or [Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com)

## Client Commitment

### IN PREPARATION, I WILL

- Be available to discuss plans for my speech.
- Know what your organization does and why it does it.
- Know why I am there and have a specific plan to accomplish your goals for my presentation.
- Know the theme of your meeting and relate my presentation to it.
- Know why your people would want to hear what I have to say on this topic.
- Coordinate with other speakers or the speaker's bureau to assure your goals are met.
- Notify you in advance of my travel itinerary.

### ON-SITE, I WILL

- Notify you when I arrive on site and contact you immediately should any serious delays occur.
- Be accessible to you from the time I arrive until I leave.
- TELL YOU THE TRUTH 100% OF THE TIME
- Retire early the night before my speech.
- Be reasonable and considerate in my use of room charges and incidental expenses.
- Be in the meeting room for a sound check at least one hour before I speak.
- Coordinate with the set-up crew and other presenters to make sure my needs fit your overall needs.
- Stay out of the way until it is my turn to speak.
- Study your audience and the other speakers to align my message with them.
- Be dressed appropriately, always one step more formal or business-like than the audience.
- Provide an easy, brief introduction and be available to coach my introducer.
- Make suggestions to the crew as to how to maximize audience impact through creative use of lights, sound or staging.
- Be in the room, seated and visible to you even before my introduction begins.

### DURING MY PRESENTATION, I WILL

- Walk on stage cheerfully and open my speech with energy and purpose.
- Never use off-color language or material.
- Interact constantly with the audience and involve them through questions, a show of hands, eye contact and exercises as appropriate.
- Present well-researched, profound information.
- Use stories and humor liberally.
- Use appropriate PowerPoint slides to enhance the look, feel and impact of my speech.

- React maturely, good-naturedly and flexibly to any problems that arise. This includes: audiovisual, lights, sounds, emergencies, etc.
- Never be rude to an audience member.
- Allow for questions and comments from the audience during my presentation.
- Summarize my points and give ways to remember my key points.
- Relate my points to your organization and people.
- Never abuse my assignment by turning my speech into a sales pitch.
- Only offer my books and tapes if approved or requested in advance.
- Stick to my time frame and adjust if needed.

### **AFTER MY PRESENTATION, I WILL**

- Stay around after my speech briefly to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Itemize my expenses and bill you promptly after the speech.
- Provide receipts as needed.
- Promptly fill any orders for my products.
- Send a copy of my email newsletter for each audience member as a follow-up, if desired.
- Suggest strategies to continue the impact of my message during follow-up.
- Never disclose any sensitive information about your organization.
- Be willing to accept personal phone calls to follow up on the speech from individual audience members or executives.

### **IN SUMMARY**

I will deliver an exceptionally good presentation in a highly professional manner.

\*\*\* Laura Stack proudly adheres to these accountability standards, originally established by Jim Cathcart, CSP, CPAE, and past-president of the National Speakers Association, as a personal and professional code of conduct.

## Laura Stack Introduction

(NOTE to reader: The "O" sounds in "PROductivity" and "PRO" are both pronounced as LONG "O" vowels. Pronounce them like the word "produce," not like "product.")

Let me start off by asking you a few questions:

- Do you have an overwhelming workload?
- Would you like to achieve greater results from your investment of time?
- Do you ever think, "There HAS to be an easier way than all this brain damage?"

If you answered, "YES" to any of those questions, you are going to be glad that you are here! If you answered "NO," you're in the wrong room!

Our speaker, Laura Stack, is one of America's premier experts in productivity. Her company, The Productivity Pro, Inc., provides workshops around the globe, helping attendees achieve Maximum Results in Minimum Time.

Laura is the bestselling author of five productivity books, which have been published in 20 foreign editions. Her newest book, *Execution IS the Strategy*, hit bookstores in March 2014.

If you're tweeting during the session, Laura's twitter handle is @laurastack.

To help us perform at our productive best, please join me in welcoming...from Denver, CO...LAURA STACK!

## Laura Stack Full Bio

Laura Stack is America's Premier Expert in Productivity™. In 1992, Laura founded her company, The Productivity Pro, Inc., which specializes in business performance, strategy execution, and employee productivity. As a highly-regarded speaker and author, Laura shares her vision and methodologies around the globe on creating Maximum Results in Minimum Time®. A sought-after thought leader, Laura writes on high-performance cultures, human potential, and peak performance in her columns in The Business Journal, Success, Training, Productive, and Time Management Magazines. Laura uses both high energy and high content to educate, entertain, and motivate audiences to produce greater results in the workplace. She was the 2011-2012 President of the National Speakers Association (NSA) and is the recipient of the Certified Speaking Professional (CSP) designation, NSA's highest earned designation.

Laura is the author of six bestselling productivity books published by Random House, Wiley, and Berrett-Koehler, most recently, *Execution IS the Strategy* (2014). Her books have been published in over 20 countries and translated into many foreign languages, including Japanese, Spanish, Korean, Chinese, Taiwanese, Italian, and Romanian. Laura's popular weekly electronic productivity bulletin has subscribers in 38 countries.

Widely regarded as one of the leading experts in the field of human performance and workplace issues, Laura has been featured in the New York Times, USA Today, the Wall Street Journal, Entrepreneur, and Forbes magazine. Laura has been a spokesperson for Microsoft, Dannon, belVita, 3M, Skillsoft, Office Depot, Day-Timer, and Xerox. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, Aramark, Bank of America, GM, Wells Fargo, and Time Warner, plus government agencies such as the Internal Revenue Service, the United States Air Force Academy, the Census Bureau, and the U.S. Senate.

Laura lives with her husband and three children in Denver, Colorado.

# Audio Visual and Room Set-Up Preferences for KEYNOTES

## By LAURA STACK, MBA, CSP

Speaker • Author • Consultant



### KEYNOTE Set-Up Preferences. Please provide:

**MICROPHONE.** A UHF wireless (no cord) lavalier (lapel) microphone (Shure preferred). Laura will use her own CountryMan earpiece with your transmitter pack.

**SCREEN.** Large screen(s) – as large as possible! Please use two screens if they aren't large enough for all attendees to view small text (such as Microsoft Outlook).

**LCD PROJECTOR.** A powerful LCD projector(s) for PowerPoint and video. Please set the projector to the side of the stage, not on it or behind it. (If you project on the stage, the light will shine in Laura's face while she walks on stage).

**LAPTOP.** Laura will use her own laptop and has a remote to run her PowerPoint slides. She will plug her laptop into your LCD projector. She will bring a thumb drive as a backup.

**CABLING.** An extra-long cable, to be run from the LCD projector all the way up to the stage to connect to Laura's laptop. Laura must be able to TOUCH her laptop to run and switch software programs during the presentation; she doesn't simply use a remote.

### Room Set-Up

**PODIUM.** If a podium has been ordered for announcements and introductions, Laura will place her laptop there. If no podium is available, a small cocktail round or podium should be placed on stage for Laura's laptop and notes.

**RISERS/STAGE.** Please order risers or a stage for Laura to stand on if there are over 40 participants (so everyone can see her). Laura is a "wanderer" and doesn't speak from behind the podium. Remove everything else from the stage (head table, chairs, etc.). Decorations and plants are just fine.

**PRODUCT TABLE.** Please place a 6-foot skirted product table in the back of the room or off to one side for book sales (if applicable at the conclusion of the presentation).

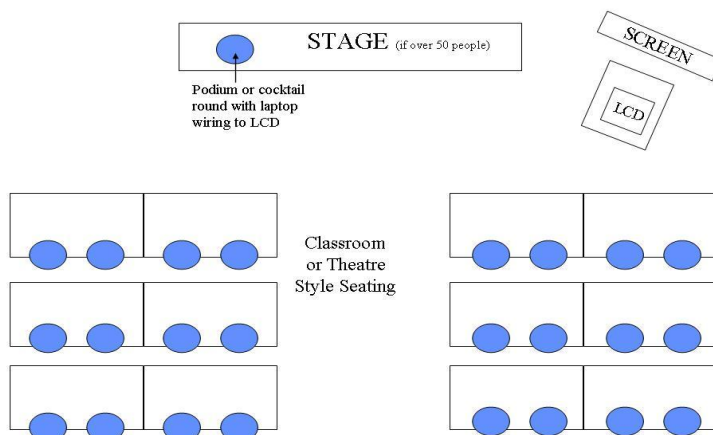
**SEATING.** If Laura's keynote is less than 60 minutes, theatre style is fine (chevron layout preferred). If her presentation is over 60 minutes, tables are requested for comfort, set in classroom style or rounds.

### Miscellaneous

**LIGHTS.** House lights should be up full, even if the screen looks slightly dimmer. Laura loves energy!

**WATER.** Please have a pitcher of room temperature water and a glass (or water bottles) available for Laura.

**TEMPERATURE.** No colder than 70 degrees, please.



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The Productivity Pro®, Inc., 9948 Cottoncreek Drive, Highlands Ranch, CO 80130

Phone: (303) 471-7401, Web: <http://www.TheProductivityPro.com>, Email: [Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com)

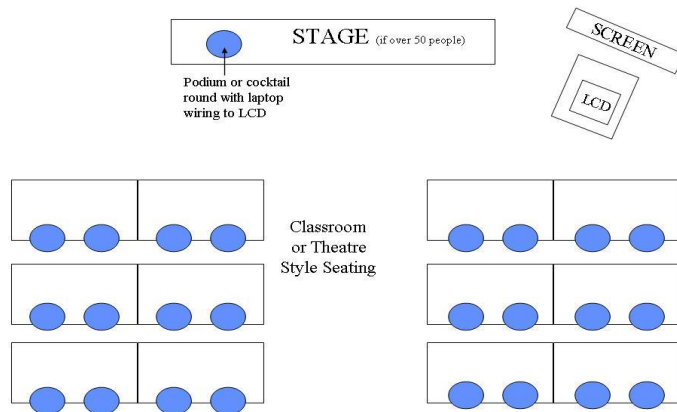
# Audio Visual and Room Set-Up Preferences for Workshops

## LAURA STACK, MBA, CSP

Speaker • Author • Consultant



### Training or Breakout Session Preferences



**SCREEN.** Large screen(s) – as large as possible! Please use two screens if needed for attendees to see small text projected (for example, if Laura is showing Microsoft Outlook in your session).

**LCD PROJECTOR.** A powerful LCD projector(s) for PowerPoint and video projection. Unless the projector is ceiling mounted, Laura prefers to place it on the far end of on a six-foot, draped table (not a projector stand). She will also place her laptop, notes, and materials on this table. Place the table perpendicular to the screen, in a “T” position.

**LAPTOP.** Laura will provide her own laptop and remote to run her PowerPoint slides.

**PRODUCT TABLE.** Please place a 6-foot skirted product table in the back of the room or off to one side for book sales (if applicable at the conclusion of the presentation).

**SEATING.** Tables are requested for sessions over ninety minutes, set in classroom style. If less than 90 minutes, theater seating is fine.

**LIGHTS.** House lights should be up full, even if the screen looks slightly dimmer. Laura loves energy!

**WATER.** Please have a pitcher of room temperature water and a glass (or water bottles) available for Laura.

**TEMPERATURE.** No colder than 70 degrees, please.

### IF GREATER THAN 40 PEOPLE:

**MICROPHONE.** A UHF wireless (no cord) lavalier (lapel) microphone (Shure preferred). Laura will use her own CountryMan earpiece with your transmitter pack.

**RISERS/STAGE.** Please order risers or a stage for Laura to stand on, so everyone can see her. Laura is a “wanderer” and doesn’t speak from behind the podium. Remove everything else from the stage (head table, chairs, etc.). Decorations and plants are just fine.

**PODIUM.** If a podium has been ordered for announcements and introductions, Laura will place her laptop there. If no podium is available, a small cocktail round or podium should be placed on stage for Laura’s laptop and notes.

**PROJECTOR.** A powerful LCD projector(s) for PowerPoint and video. Please set the projector to the side of the stage, not on it or behind it. (If you project on the stage, the light will shine in Laura’s face on stage.)

**CABLING.** An extra-long cable, to be run from the LCD projector all the way up to the stage to connect to Laura’s laptop. Laura must be able to TOUCH her laptop to run and switch software programs during the presentation; she doesn’t simply use a remote.

### IF FEWER THAN 40 PEOPLE:

Laura does not require a microphone, sound, extra cabling, risers, or a podium.



## Optional Services

1. **Photos.** Color and black and white photographs are available for download at <http://theproductivitypro.com/photos/>
2. **Book signings.** Laura would be happy to stay after her program and autograph her books. We can ship books in advance, arrange to have them at your on-site bookstore, or have them available for individual purchase. Please let us know your preferences. Discount pricing sheets are available at the back of this handbook.
3. **Complimentary monthly newsletter for participants.** As part of your investment, your meeting participants are entitled to receive a complimentary subscription to Laura's monthly e-zine, "The Productivity Pro."® Please send email addresses of those you wish to subscribe to [Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com).
4. **Recordings.** No audio or video recording of any presentation is permitted without the expressed written consent of Speaker. The following options are available:

**Option A: Archival and Promotion – no charge**

The Client is permitted to videotape the program and make two copies of the master recording immediately following the program. The Client agrees to give the master recording to Laura Stack on the day of the program. The Client's copies are to be used for archival and promotional purposes for three years from presentation date only. The Client is not permitted to distribute or sell these copies. Use of the tape in avoidance of hiring Laura Stack is absolutely prohibited.

**Option B: Limited Distribution – \$500**

The Client is permitted to videotape the program and make additional copies for limited distribution. Limited distribution is defined as internal distribution for the first sixty (60) days following the program to individuals within the organization who are unable to attend the actual program. The Client agrees to send the master recording to Laura Stack within fifteen days of the program date. The Client is not permitted to sell copies of the program or distribute them except as described in this paragraph.

**Option C: Sales of Presentation (outside the organization) – \$1.00 per tape or 10%**

The client is permitted to audiotape the program and make additional copies for sale following the program. The client agrees to send the master recording to Laura Stack within fifteen days of the program date. The client agrees to remit proceeds from sales of the recording to date within 60, 120, and 360 days of the program.

**Option D: Unlimited Distribution (within the organization) – \$2,500**

The Client is permitted to videotape the program and make additional copies for unlimited distribution within the organization. The Client agrees to send the master recording to Laura Stack within seven days of the program date. The Client is not permitted to sell copies of the program or distribute them outside the organization.

## Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) <b>Laura Stack</b>	
	Business name/disregarded entity name, if different from above <b>The Productivity Pro, Inc.</b>	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input checked="" type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Other (see instructions) ▶ _____	
	<input type="checkbox"/> Exempt payee	
Address (number, street, and apt. or suite no.) <b>9948 Cottoncreek Drive</b>		Requester's name and address (optional)
City, state, and ZIP code <b>Highlands Ranch, CO 80130</b>		
List account number(s) here (optional)		

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number									

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Employer identification number									
2	0	-	2	1	7	0	6	8	1

### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

<b>Sign Here</b>	Signature of U.S. person ▶		Date ▶	<b>1/11/13</b>
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### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

#### Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

## Letter of Recommendation

Would you be willing to summarize the attendee evaluations and write a Letter of Recommendation for Laura on your organization's letterhead? The letter could quote some of feedback you received, outline the benefits you feel participants received from my presentation, and/or your thoughts on my speaking abilities. Delighted clients are our best source of advertising. We would truly appreciate your gift!

If you know of anyone who may be able to use our speaking or training services, we welcome your referrals. Until we see you again, we wish you all the best!


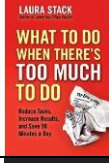

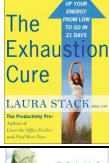

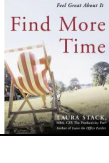
### Characteristics of an Effective Letter of Recommendation

1. **It is specific.** For example: *"You offered techniques that inspired action, and which we implemented immediately. People talked about your message for days!"* Versus, *"Thanks for the great talk at our convention. Everybody loved it."*
2. **It is glowing without being exaggerated.** *"Your ability to instantly bond with your audience is amazing. You were both informative with a strong message, and extremely funny."* Versus, *"You are the best speaker we've had in fifteen years. No one even comes close."*
3. **It talks about audience reaction.** *"The comments from the audience were overwhelmingly positive. They used words like, uplifting, inspiring, solid content, practical, and yet entertaining."* Versus, *"You did a great job and the audience loved it."*
4. **It includes a recommendation for the reader.** *"If prospective clients are looking for a true professional who delivers a powerful message in an entertaining manner, they should hire you! Please feel free to have them call me directly."* Versus, *"Good job. Thanks for everything."*

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Website: [www.TheProductivityPro.com](http://www.TheProductivityPro.com)

**Retail Pricing \$13.99-\$24.95 each**

Quantity	Discount % up to
1 - 24	20%
25-99	30%
100-499	35%
500 +	37%

Item	Cover	Qty	Price	Total
<i>Execution IS the Strategy: How Leaders Achieve Maximum Results in Minimum Time</i> (Berrett-Koehler, 2014) Reveals what prevents leaders from quickly driving strategic initiatives and getting great results from their teams.			17.95	
<i>What to Do When There's Too Much To Do</i> (Berrett-Koehler, 2012) Laura Stack knows your to-do list is already packed to capacity, so she shows you how to accomplish more by doing less.			\$15.95	
<i>SuperCompetent: The Six Keys to Perform at Your Productive Best</i> (Wiley, 2010) Book on high performance and maximum potential			\$24.95	
<i>The Exhaustion Cure: Up Your Energy from Low to Go in 21 Days</i>  Laura's newest book on increasing personal energy levels			\$13.95	
<i>Leave the Office Earlier: How to Do More in Less Time and Feel Great About it</i>  Bestselling book on improving productivity at work			\$13.99	
<i>Find More Time: How to Get Things Done at Home, Organize Your Life, and Feel Great About it</i> Book on improving productivity at home			\$14.99	
TOTAL (Prices include sales tax.)				

*Applicable shipping charges will be added to your order, and a receipt will be emailed to you.*

**Method of Payment:**  Check  VISA  M/C  AMEX

Card number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

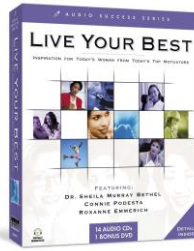
Printed name \_\_\_\_\_ Organization \_\_\_\_\_

Shipping address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

## Audio-Video Library Boxed Set Discount Order Form



### Executive Women

You'll be entertained and inspired by tips from wealth building to weight loss; time management to transforming the workplace, the Live Your Best audio suite offers hours of inspiration and enrichment to power-up your influence in all areas of the work environment and the home.

Each boxed set includes 14 CDs and 1 DVD from such notable speakers as Zig Ziglar, Brian Tracy, Jim Rohn, Laura Stack, Denis Waitley, Mark Sanborn, and Chris Widener

### List price \$49.99 each

Total Quantity (any combination of sets)	Discount %	Price
1	50%	\$24.99
10	52%	\$23.99
25	55%	\$22.99
QTY Sales Success:		SUBTOTAL _____
QTY Live Your Best:		SUBTOTAL _____
TOTAL QUANTITY:		TOTAL _____

*Applicable shipping charges will be added to your order, and a receipt will be emailed to you.*

**Method of Payment:**  Check     Cash     VISA     M/C     AMEX  
 Card number: \_\_\_\_\_ Exp Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Printed name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Shipping address: \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_