

PPRESENTER'S INTERVIEW CHECKLIST

What You Should Expect from a Good Presenter:

- ❑ The ability to **communicate clearly** and **enthusiastically** about your company and products.
- ❑ A **warm and outgoing demeanor** to which your prospects will respond positively.
- ❑ The ability to **speak knowledgably and technically** about your products or services within a short period of time.
- ❑ A general demeanor and style that **reflect your company's image**.
- ❑ An understanding of your company's **marketing goals** for your upcoming show.

What Your Presenter Should Bring or Own:

- ❑ A professionally-taken **head shot** and a **resume** listing experience with **at least 10 trade shows**.
- ❑ A **demo video** and/or CD-ROM, 3-6 minutes in length, with professional-quality editing. The demo video should show at least three clips of the presenter giving live presentations at a trade show. Keep in mind that film quality is often low on these recordings, since most clients won't allow for professional videographers—look instead for the presenter's style of intonation, level of energy, and projected professionalism.
- ❑ His/her **own ear prompter**, earpiece and batteries with backups in case of equipment failure.
- ❑ A **cell phone** for on-the-floor, last-minute questions or problems.
- ❑ At least one black or blue **business suit**.

SERVICES Your Presenter Should Provide:

- ❑ On-time or **early arrival** for all appointments. A good presenter should arrive at least 15 minutes early on show days, with hair and makeup appropriately styled and applied.
- ❑ A recommendation for a **crowd-gatherer**, should you need one.
- ❑ A **rate quote** based on the number of scripts to be prepared and the frequency of the presentations (once, twice, or three times an hour). If there is any doubt about the competitiveness of the rate, call local talent agencies and get additional quotes.
- ❑ A **contract** that specifies the dates and times of the show, date and time of the rehearsal day (if one is requested—and it's almost always necessary), the number and frequency of scripts to be prepared, and provisions if the contract is broken by either party. Additional charges might include travel days (usually a half- or full-day rate), parking, transportation, food, hotel, air and specific clothing items.

Itemized **invoices** appropriate to your agreed-upon payment schedule.