

Speaking Pack

<Client Name>

<Date>

Table of Contents

[Introduction 3](#_Toc432110673)

[Laurel’s Philosophy 3](#_Toc432110674)

[Laurel’s Bio 3](#_Toc432110675)

[Laurel’s style 4](#_Toc432110676)

[Media Appearances 6](#_Toc432110677)

[Speaking Topics 6](#_Toc432110678)

[Booking Confirmation and Agreement 9](#_Toc432110679)

[Audio Visual Requirements Checklist 9](#_Toc432110680)

[Speaker Introduction 9](#_Toc432110681)

[Useful Information and Links 10](#_Toc432110682)

[Contact Laurel 10](#_Toc432110683)

[Appendix 1 – Booking Confirmation and Agreement 11](#_Toc432110684)

[Appendix 2 – Audio Visual Requirement Checklist 13](#_Toc432110685)

[Appendix 3 – Speaker Introduction 14](#_Toc432110686)

### Introduction

If you are reading this document, then you are likely to be looking to book Laurel’s time, or see whether Laurel might be the speaker or audience moderator for your own or a client’s event.

### Laurel’s Bio

Her early career spanned a variety of roles and industries including dressing up as Rosie the Spider and performing environmental plays to school children, waitressing in Austria, the trading floors of London and photographing tourists at Les Girls nightclub in Sydney.

Getting a bit more serious, Laurel‘s first real job was in technology, then she co-founded an IT recruitment company called ITmaniacs, which was ranked #2 in the Deloitte Fast 50. After that, she set up and sold Amplify Sales, a company which focused solely on recruiting high performing sales professionals; primarily hunters.

Understanding how raising preschoolers and owning a company at the same time would potentially compromise the reward of both, Laurel enjoyed working from home as a contract sales resource while her boys Lucas and Cameron were very young. She was also Kiwi Manager for the highly successful Engagement company Red Balloon.

Laurel was lucky enough to be a foundation mentor for the hugely successful [Thought Leaders Business School](http://www.tlbusinessschool.com) in Australia, which partners speakers, authors, trainers, mentors, facilitators and coaches to be clearer on how to communicate their value through focusing on message and positioning. Laurel is currently an ambassador for this program.

Laurel now regularly speaks and delivers workshops on subjects primarily around diversity, inclusion and unapologetic lifestyles and careers. She speaks twice a year in the Bay Area in United States to Women in Tech audiences as the right brain twin of ‘twinovate’ (her SF based sister Josie is the right brained twin). On her recent trip they spoke at Apple, Salesforce, Planet Lab and the Grace Hopper Women in Tech celebration. The primary focus is

*Supporting females to take more initiative and develop greater influence, both within and outside the organization.*

Other topics include leadership, engagement, innovation, influence, communication, and diversity and inclusion. Generally, it is around people getting clear on where they look outside of themselves for answers or direction and how they can identify what they want out of life and their work and get clarity on making choices that suit them, and nobody else (without being a jerk about it).

She is the Careers Expert with Mediaworks (firstly on the Paul Henry show and more recently the am Show) and published her first book ‘Lead Generation’ in February 2015. She is also available as an audience moderator, where she uses her energy and ability to create inclusive and thought provoking but safe environments to enable high levels of engagement and interaction.

Find out more at [www.laurelmclay.com](http://www.laurelmclay.com)

### Laurel’s style

Her style has been described as refreshing, fun and full of useful information. She is highly energetic, has been trained in speaking by the leader in this field, Matt Church, and ensures that her sessions are interactive and engaging. She has also been trained to an advanced level in presenting by Paulus Romijn of Presenter’s Platform. Laurel considers that speaking in front of a room or moderating an event is an extraordinarily privilege and will work with the organiser to ensure the content is aligned to the theme of the event, valuable and relevant. She also likes to think of herself as an ‘easy to work with’ (and definitely not a prima donna!) speaker and loves to support organisers to create extraordinary experiences; she will help you out wherever possible (and doesn’t get phased when there are any technical or logistical challenges), and ensure she spends time mixing with attendees before and after speaking (where practical) to answer any questions that they may not have the time or feel comfortable asking in front of a group.

Feedback from recent audiences:

*“Loved Laurel's presence, strong clear voice and clarity, loved everything.”*

“I just love Laurel, she's awesome and a great presenter.  Easy to listen to and lots of fun.”

*“Laurel's presentation was inspiring with a lot of information that was presented professionally - clearly an expert in her field.”*

“I loved Laurel's energy and enthusiasm.  She has a real gift at getting to the heart of what her client is about.  I just loved soaking up her knowledge.”

*“I loved Laurels passion…its infectious…she has an incredible belief in people.”*

*“I could have listened to her for days, such a wealth of knowledge.”*

***“****Laurel has the kind of expansive, high octane personality that marketing executives just die for"*

### Booking Confirmation and Agreement

Appendix 1 is the Booking Confirmation form and Laurel’s terms of engagement.

### Audio Visual Requirements Checklist

Appendix 2 is an Audio Visual Request Checklist. This seeks to identify what facilities your event will and will not provide, and what Laurel would expect to provide

### Speaker Introduction

Appendix 3 is for you to provide the MC/Introducer with a script to introduce Laurel, as a speaker. Laurel would do the first draft and submit to you for input and approval.

### Useful Information and Links

[www.laurelmclay.com](http://www.laurelmclay.com)

[www.tlbusinessschool.com](http://www.tlbusinessschool.com)

[www.presentersplatform.co.nz](http://www.presentersplatform.co.nz)

[www.mattchurch.com/speakership](http://www.mattchurch.com/speakership)

### Contact Laurel

**Email:**  laurel@laurelmclay.com

**Web form:** <http://www.laurelmclay.co.nz/contact>

**Phone:**  +64 27 285 9113

**Facebook:**  [facebook.com/laurelmclaynz](http://www.facebook.com/laurelmclaynz)

**Twitter:**  [twitter.com/LaurelMcLay](http://twitter.com/LaurelMcLay)

**LinkedIn:**  [Laurel McLay](http://www.linkedin.com/in/laurelmclay)

**Skype:**  Laurel McLay

### Appendix 1 – Booking Confirmation and Agreement

Please read and sign this agreement, scan and email to laurel@laurelmclay.com and pay deposit of 50% to secure booking; payment options are outlined in Section 8 of this agreement.

Booking details:

|  |  |
| --- | --- |
| The Client |  |
| Event Details |  |
| Investment Package | $ + GST + All travel related expenses  Inclusions:   * Presentation/ Workshop or Keynote by Laurel McLay * Event communication campaign follow-up material (delivered by SMS Opt-In, including presentation slides, notes and valuable resource links) * All preparation and briefing meetings |

Please note:

1. The engagement is not confirmed until a signed agreement and 50% deposit has been received.
2. The balance of payment is due 30 days prior to the event.
3. Agreed speaking fees are quoted on advance payment.
4. Cancellation fees do apply to bookings, specifically.
   1. In the event of cancellation by The Client, the 50% retainer is not refundable
   2. In the event of cancellation by The Client less than four weeks before the engagement date, the full fee is payable.
   3. In the event of cancellation by laurelmclay.com, all monies paid will be refunded to The Client.
   4. Should the client so choose an alternative speaker may be provided in lieu of the refund.
5. Accommodation charges: The hotel should be instructed to have all charges for appropriate night(s), charged to the master account. These charges include room charge and food, but not long distance calls, alcohol, charges to gift shop, internet, etc.
6. Laurel McLay travels fully flexible economy class on all flights. Where required, <Your Company> will organize return transfers between the airport and the venue. Parking at Auckland airport will also be on-charged. Laurelmclay.com prefers to do its own travel bookings.
7. Payment methods.
   * 1. Credit Card – We accept all major credit cards except Diners but do advise of a 3.75% merchant fee on top of quoted fee.
   1. Electronic funds transfer - please deposit into our account - details as follows: Oongie Boongie Limited 02-0100-0606077-00
8. Please advise us by email to confirm transfer of funds into our account.
9. Advice by Laurel McLay and the team at laurelmclay.com is general in nature and in signing this informed consent you agree to release Laurel McLay and representatives from any and all liability.

Signed:

Laurelmclay.com

Signed:

<Client>:

### Appendix 2 – Audio Visual Requirement Checklist

Name of Speaker: Laurel McLay

Presentation Title:

Presentation Time:

**Audio Visual Requirements that will need to be provided:**

|  |  |
| --- | --- |
|  | Whiteboard |
|  | Lapel Microphone |
|  | Hand Held Microphone |
|  | Lectern |
|  | Lectern Microphone |
|  | Projector and Screen |
|  | Wifi Broadband |
|  | Other: …………………………………………. |

**Audio Visual Requirements that will be provided by Laurel**

|  |  |
| --- | --- |
|  | Laptop (Mac), including monitor/projector adapter |
|  | Laser Pointer |
|  | Other: …………………………………………. |

### Appendix 3 – Speaker Introduction

The following is an example of a speaker introduction that Laurel has used. Laurel is happy to provide an intro, and would do the first draft and submit to you for input and approval. This would be provided to the introducer.

This makes sure that you can segway into the topic effortlessly, challenge the audience to think about how the content will apply to them, frame the key points up front, provide credibility and give them an expectation of the kind of emotions they might experience during the session.

**It might look something like this:**

“So now to talk about something that is never too far away from our minds, lead generation.

* Do you find lead generation takes up too much time, and you might even end up defaulting to slightly ‘icky’ approaches like telemarketing or door knocking?
* Have you wondered what else is out there (e.g. blogging, social media) but don’t know where to start (or how effective they really are)?
* Do you find you end up spending time on other stuff, when you know you should be picking up the phone?

Laurel McLay, our next speaker will explain

* How you are more similar to Leonardo da Vinci than you think
* Why educating AND customising matters
* How supermodels will make you even more commercially successful

Laurel is a Thought Leaders Ambassador, successful entrepreneur and author of Lead Generation, 21st Century strategies to ignite your sales. She is also a regular on the Paul Henry show.

It’s time to find out about how crafting your own customized lead generation machine for each market and positioning yourself as an authority can not only amplify your commercial success, but also make your life a whole lot less frantic.

Prepare to be challenged, to be introduced to a whole new kit bag of tools and to ultimately feel relieved about something that makes most of us cringe! Please welcome Laurel.”