



**Hosting a
SUCCESSFUL
meeting,
training
session or
conference...**

Success

**Behind the scenes 'secrets' to help
you succeed... from concept and
creation, to successful completion**

From the creative mind of...

Bob 'Idea Man' Hooey

Visit: <http://www.successfulmeetings.info> for more information and tools



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Creative Catalyst & Idea Farmer

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A few personal thoughts...

Five years ago, I was preparing for two days of extensive training with Executive and Administrative Assistants in BC. We discovered that they, like many association directors and meeting planners, are responsible for scheduling and planning for meetings, training sessions, conventions and conferences. So we covered some ideas to equip and assist them in this challenging process.

That was an interesting discovery for me, as I have had a few clients who assigned this responsibility to a junior or new member of the team. Over the years, I'd found myself coaching them and gently asking questions that helped them cover the basics in creating and completing successful training sessions, meetings and even conferences.

The following year, I was asked to keynote for CSAE. In preparation for their annual CSAE All Alberta Tradeshow; I pulled together meeting and planning material to provide as additional resources for use when doing a meeting outside your group, for training sessions or even a conference. **"Hosting a SUCCESSFUL meeting, training session or conference..."** was born!

Someone asked me a couple of years back how many meetings I had been involved in...? I did a quick tally and was amazed to discover I'd been involved in various capacities in over 300 meetings over the past 5 years. Either as a keynote speaker, breakout or concurrent presenter, sales and management training sessions, association professional training, leadership training with some of North America's top leaders including Canada's 50 Best Managed Companies, as well as being a consultant to other meeting planners, chairing and planning committees. More recently, as the program or educational director on two programs last fall. (One national and one inter-provincial.) *Wow! No wonder I'm tired!*

I've included some very valuable *questions* based on organizing, participating and speaking at several hundred such events over the years, including our annual National Speakers Association workshop, I helped host in Hawaii in Feb 2002.

I share them with you as my gift to you and your potential members and clients. **I hope they prove valuable, and that your meetings and conferences will be more successful, generate better attendance, and have your guests leave with some good solid ideas to apply when they return to their normal endeavours.**

Someone once told me the *secret* to a successful meeting is in the *details*. I have developed a fairly comprehensive checklist that covers the majority of pertinent questions you might want to ask in order to ensure you've covered everything.

Visit: <http://www.LeadersEdge.biz> for information on what I can bring to your team, and success tools your use.

- General or meeting profiles
- Site Inspection
- Hotel Profile
- Working with speakers and presenters
- AV and staging requirements

Visit <http://www.successfulmeetings.info> for a downloadable series of detailed, free checklists and links to additional on-line resources.

I've also included a couple of resource articles from my *collection of wisdom and writing* website: <http://www.BusinessSuccess.ca> on working with speakers.

- 10 Tips for finding the right speaker, facilitator or trainer
- Seven reasons to hire professional speakers

I 'm sure you will find it helpful. Please contact me if you have any questions or you'd like to explore having me play a part on your success team as a meeting coach or facilitator, or in my role as a keynote, breakout speaker and trainer.

You can call me at 780-736-0009 or you can email me at...
<mailto:bob@ideaman.net>

Wishing you and your team, all the success!

Bob 'Idea Man' Hooey

<http://www.successfulmeetings.info>



Bob 'Idea Man' Hooey
<http://www.ideaman.net>
<http://www.fullofhooey.com>

Checklists and Questions

Hosting a successful meeting, training session or conference...

Hosting a successful meeting or convention is based on knowing in advance and taking care of the details. Whether you are planning a small board meeting, sales meeting, AGM, training session, seminar, workshop or a full-blown multi-day convention, you'll find the following questions valuable. Asking them in advance, prevents someone asking you why you didn't later!

My special thanks to my fellow professional speakers and trainers in CAPS and NSA, most especially my friends from Arizona for *priming the pump* with the basics. I have edited and added a few of my own based on extensive 'learning curves' drawn from my real experiences (some expensive. ☹)

Pay attention to pre-planning and covering the details and the meeting will run more smoothly. Just as I've challenged you to have a meeting plan and a definite agenda; having the answers to the following questions, where applicable, will make a major difference in your success. It will make a *big difference* in the experience and effectiveness of your meeting in meeting and exceeding the needs of those who attend.

GENERAL OR MEETING PROFILES

- Meeting dates?
- Can dates be changed to provide negotiation flexibility?
- What are the best ways to open and close?
- Sites of other conventions or meetings - Is there any feedback that might affect this year's choice? Will you need more than one hotel?
- Budget considerations or restrictions?
- Transportation supplied for attendees?
- Group fares - are they available?
- Travel agent necessary or available to help attendees?
- Ground transportation - arranged or included?

- What is the total projected attendance?
- Will spouses attend? What have you got planned for them?
- Break down attendance by day/function as necessary?
- How many suites and rooms required?
- How many will you guarantee?
- Hospitality suites? Offices? VIP accommodations?
- Will you control all room reservations?
- Should rooms be located together in blocks?
- How do you handle the hotel bills?
- What should happen as a direct result of this meeting?

- What do your attendees expect from this meeting?

- Are they a homogeneous group with much in common? What?
- How much do they know already about the proposed topics?
- Will you have general sessions only?
- Small groups/general session combination?
- Workshops?
- Seminars?
- Speakers/facilitators/MC planned and booked?
- Will there be Q&A periods?
- What audio-visuals will be required for each meeting?
 - Flip charts?

- Whiteboards/Chalkboards?
 - Floor lectern?
 - Overhead projector and spare bulb?
 - Computer linked LCD projector?
 - Video recorder or Video/DVD player?
 - 35 mm slide projector and screen?
 - Rear projection screens?
 - Other
-

- Any unusual audio-visual requirements?
- Will presentation(s) be recorded or video taped? (Discuss rights with speakers? Signed agreement for recording, distribution or archive rights?)
- List meeting requirements for each day?
- Are exhibits planned?
- Trade show along with meeting?
- Will you need a separate area for them?
- Copy facilities available? (covering last minute changes or speaker needs)
- Secure room/area required?
- Signs?
- Security guards necessary?
- Secretarial services needed?
- Telephone message center planned?
- Photographer required? How many days?
- Who will instruct the photographer on picture needs?
- Will you ship materials to headquarters hotel?

- Registration facilities needed?
- Registration procedures established?
- Registration personnel to be recruited hired and trained?
- Badges - designed or stock? Ordered?
- Should badges identify categories of registrants?
- How will conference or meeting be promoted?
- Is a mailing schedule established?
- Local papers and media identified and contacted?
- Will local or national press be invited?
- Insurance needs to be considered?
- What *traditional* social events should be considered?
- Opening reception?
- Awards Presentation?
- Closing banquet?
- President's or board reception?
- Emcee for any of above?
- Spouse tours?
- Plant or store tours?
- Greeting by local dignitaries?
- How much *free time* is planned for attendees?
- Are they encouraged to stay longer or come in ahead of meeting?
- Does this count in your room rates tracking?
- What are their recreational preferences?
- Golf, tennis, walking/aerobics, water sports, sightseeing, theaters/nightclubs?

- Unrestricted sessions important?
- How are breakfasts traditionally served?
- Are coffee breaks supplied?
- Special diets required?
- What function bar facilities will be needed?
- Many individual cocktail parties?
- How many will visit in-hotel lounges/nightclubs?
- Can hotel shops expect heavy patronage?
- What follow up is planned after the meeting or conference?
- Other

SITE INSPECTION

- Does the city actively solicit meeting and convention business?
- What is the public's attitude towards conventions?
- Is there a convention bureau? What services do they offer? (Indicate charges, if any.)
- Publicity campaign?
- Promotion mailings?
- On-site press relations help?
- Planning assistance?
- Registration personnel?
- Bulletin typewriters or laptop/printers?
- Bonded cashiers?
- Hosts/hostesses?
- Interpreters?

- Designation meeting coordinators?
- House bureau?
- Tour coordinators?
- What materials are available? (Indicate charges, if any.)
- B&W photos? Color photos? Transparencies? Brochures?
- City guides? City maps? Badges? Specialty items? Banners? Posters?
- Which airlines serve the local airport?
- Direct service to how many cities?
- If service is concentrated within certain hours, indicate?
- Could these times affect meeting hours?
- Distance from airport to meeting place (time and fares)?
- Schedules and charges for limousine service?
- Is airport transportation system well organized?
- Problems which affect meeting attendees in transit?
- Would airport maps help? Can you get them? (Indicate charge, if applicable)
- Is convenient public transportation available?
- Which car rental companies have airport counters?
- Are sufficient porters on duty?
- What are the rush hours for local traffic?
- Total first class rooms convenient to meeting or convention?
- Are hotel groups in specific areas of town?
- New facilities with planned opening, prior to meeting dates?
- Is there a sales tax? Room Tax? Value added tax?

- Distance between main hotel and other facilities?
- Will charter bus service or shuttles be necessary?
- Distance between main hotel and prime attractions?
- Is public transportation safe and dependable? (indicate charges, if applicable)
- Any special cars or buses?
- Is a multi-hotel convention possible?
- Will the local auditorium fit your needs?
- What are the rental fees, rooms and capabilities?
- Is there a municipal exhibit center?
- Net exhibit space?
- Are there meeting rooms available there?
- What are the fees, capabilities and available services?
- What are move-in and move-out regulations, fees?
- Is lighting and ventilation adequate?
- Local labor problems affecting meetings?
- Rate local exhibit service firms?
- Are local a-v suppliers professional and reliable?
- Is rental equipment up to your standards?
- Can you get names and addresses for references?
- What recreational facilities are accessible to attendees?
- Tennis courts (locations and fees)?
- Golf courses (locations and fees)?
- Jogging paths (locations and fees)?
- What is the area's general security status?

- Any specific areas to be avoided?
- How do prices compare to last year's site?
- Holidays or special local events to help promote meetings?
- What local attractions are appropriate for attendees?
- Which are the best known restaurants?
- Which restaurants would match attendees' preferences?
- Which are the most convenient to meeting hotels?
- Are menus available?
- Hometown *talent* you can incorporate into meeting or entertainment?
- Are interesting factories or institutions open for tours?
- Names and references for tour operators?
- Shopping areas of interest to your group?
- Local union regulations or unrest to consider?
- Other

HOTEL PROFILE

- Distance from airport and driving time?
- Direct transportation between the hotel and the airport?
- List same information for trains or buses, if applicable?
- Does hotel have on-premises parking facilities?
- Capacities and rates?
- Are airline offices in or near the hotel?
- Are car rental offices convenient?
- What is the total number of rooms?

- How many singles, doubles, and suites will the hotel commit?
- How many smoking and non-smoking rooms?
- What cable channels are standard on in-room TVs?
- Hi-speed or computer access in rooms?
- Computer or business center access in hotel?
- What is the general level of housekeeping?
- Are hallways and public rooms clean and neat?
- Are public washrooms clean and well equipped?
- Is room service up to your attendee's standards?
- Are front desk personnel polite, efficient and helpful?
- Rate attitude and personal appearance of bell persons?
- Speedy elevator service? Large enough for your needs?
- Any bottleneck periods which could affect your meeting?
- Rate bedrooms for cleanliness and furnishings?
- Can the hotel guarantee room rates? How far out?
- Any physical changes planned for the hotel? When?
- Are copies of the changes and plans available?
- Which unions have contracts for the hotel?
- Which regulations might affect your meeting?
- Other events before, during or after your sessions?
- Will hotel inform you, as meetings are booked around you?
- Hotel policy on hotel staff briefings by meeting planners?
- Will hotel supply copies of relevant staff memos?
- How long has the General Manager been with the hotel?

- Sales Manager?
- Convention services manager?
- What was the last position he or she held? Where?
- Policies on credit cards, direct billing and check cashing?
- Security available for materials and attendees?
- Will hotel supply extension numbers and duty hours of key meeting support people?
- Check hotel's projection screens for condition?
- What a-v equipment does the hotel actually own? (Rate each for condition and dependability.)
- Does the hotel recommend outside suppliers? (Why?)
- Is person in charge of hotel in-house equipment a repairperson, also?
- Hotel charges for using the equipment?
- Any special regulations for film projections?
- What is the total number of meeting rooms, which can be made available? (Capacity of each room?)
- Are floor plans available for each room?
- How accurate are advertised room capacities to practical seating requirements?
- What registration desk equipment is available? (Indicate which is free or fee) Where will it be located?
- Hotel's preferred method for handling reservations?
- How do they track accounting against guarantees?
- Does the hotel offer free registration cards?
- How far out will hotel commit rooms?
- When must guarantees be reconfirmed?
- Are advance room deposits required? How many nights?

- What is the hotel policy on late arrivals?
- Is there a penalty for early checkouts? Late checkouts?
- How are the complementary rooms allotted?
- What variables affect rates?
- Are special rooms available for convention headquarters?
- Can private phone lines and internet connections be brought into the office?
- When must final menus be submitted?
- When are guarantees required?
- What guarantees and taxes apply to food functions?
- Does the hotel offer room service?
- What are the hours and capacities for restaurants?
- What are the hours and capacities for public lounges and bars?
- Any unusual theme restaurants or lounges?
- Does the hotel have its own entertainment, nightclub or dancing area (disco)?
- Is there a package room and what is its operating hours?
- What sports facilities are on premises? Others nearby?
- Is there a drug store in the hotel? A beauty salon? Shoe shine?
- List other shops in the hotel or adjacent?
- Other

WORKING WITH SPEAKERS, TRAINERS AND PRESENTERS

- What type speakers - informative, humorous, and inspirational - will you consider?
- Will you need speakers, trainers/seminar leaders, or both?
- Will you need facilitators for breakfasts/feedback sessions?

- Will you need panel leaders, participants or emcees?
- What results do you want as result of the speaker's presentation?

-
-
-
- Do you want a free speaker, sponsored or a fee speaker?
 - Have you set an overall budget for speakers, expenses, and materials?
 - Have you called NSA/CAPS or Bob 'Idea Man' Hooey for suggestions or advice?
 - Will you frame your invitation early, to include: Reason for invitation? Subject of the speech? Purpose of the meeting? Meeting agenda? Audience size, age, educational level, gender? Topic and time allotted to the individual speaker? Question & Answer or discussion period to follow? Site of the meeting? Discussion of honorarium and expenses you'll cover?
 - Will you be able to meet with speakers personally?
 - Are tapes, CD/DVDs or copies of speeches or presentations being made available?
 - Have you worked out copyright, royalties and other legal arrangements with speakers in the event that their sessions are to be taped?
 - If accepted, will you follow up immediately, confirming date, place, time?
 - Determine special equipment, if any, required by speakers?
 - Obtain biography, photograph, and introduction for speakers?
 - Discover whether spouse will accompany speaker?
 - Schedule rehearsals for coaching, if necessary?
 - When will payments be made? By whom?
 - Do all parties (Conference team and speakers) clearly understand financial arrangements?
 - Will flowers or fruit be provided?
 - Check for speaker's needs before the meeting?
 - Have speakers been invited to pre-meeting activities?

- Determine special staging, a-v needs or props?
- Will you clear publicity releases with speaker? Can Speaker make them available to you for use in promotions?
- Get written permission (covering royalties, copyright, distribution and fees) in advance to tape outside speakers?
- If necessity dictates a 'budget' speaker, have you considered some of these alternatives: Interview by "Reporter"? Panel discussion headed by your speaker? Question and answer sessions? Videotaped speech instead of live?
- Does speaker know the names and professional details of other speakers?
- Will speaker get badge and meeting kit on arrival?
- Will spouse or partner be entertained, transported, fed while speaker is working?
- Informed of any last minute changes?
- Audio-visuals and staging; if any, set up and checked out?
- Is speaker's backdrop checked for distractions – mirrors, lights, doors, etc?
- Is stage to be cleared of any other speakers or dignitaries prior to presentation?
- All dishes and clatter to be stilled during dinner or meal speech?
- Will you take measures to fill rows down front?
- Will you save seats down front for head table during speech?
- Is there a timepiece of some sort visible to the speaker?
- Are water and a glass EASILY REACHED?
- Is there tissue easily reached?
- Will all slides, charts and visuals be set up and checked in advance?
- Will you furnish a stage assistant, if necessary?
- Will the speaker be having books, tapes or CDs available for purchase?
- Will you furnish a resource table assistant, if necessary?
- Have you cleared your introductions with the speakers?

- Will someone escort the speaker to the event or their speaking room?
- Have speakers been introduced to other participants?
- Does the speaker understand everyone else's role at that particular session?
- Is there an 'emergency' hot-seat speaker or fill-in program ready?
- If giving speaker a gift, have you considered its size? Will you ship it to their home or office for them? (Many speakers are enroute to other presentations following yours, and it is difficult to carry additional baggage.)
- Have local dignitaries been invited?
- Have they been provided tickets or passes for all scheduled events?
- Has local transportation been provided, if necessary?
- Informal 'welcoming committee' to await guests?
- Will you stick to the introduction agreed upon, verbatim?
- Will you keep the meeting and discussion within agreed time limits?
- Will you pay the honorarium or balance of fee before the speech? (Normal requirement)
- Will you pay the agreed upon expenses promptly?
- Will there be forms for audience feedback?
- Write speaker a letter of appreciation?
- If there was publicity or write-ups, will you send speaker copies?
- Will attendee comments or summaries be forwarded to the speaker?
- Is there a formal evaluation of the speech planned?
- Other

AV AND STAGING REQUIREMENTS

- What does basic rental include? What are extra charges?
- Available for rehearsals?

- Can equipment and materials be locked securely?
- Delivery facilities adequate? Maximum door size in length, height and width?
- Loading dock? Height? Maximum elevator size?
- What are local fire regulations? Must plans be filed with Underwriters? Fees? Liability insurance required?
- Are all workman unionized? One union?
- Any union regulations worth noting?
- Any sales tax?
- Are available floor plans accurate? All accounted for in net space?
- Can entrance doors be located behind audience in room set up?
- Where are doors? Emergency exits? Pillars? Center aisles? Cross aisles?
- Re-measured to check dimensions and obstructions? Ceilings sufficiently high? Reflecting mirrors? Hanging chandeliers? (Sightlines and seating)
- Can room be totally darkened for projection? Dimmed?
- Checkroom facilities nearby? Staffed?
- Room large enough to minimize crowding? Small enough to fill? Individual temperature controls in the room?
- Accessible? Air conditioning sounds a problem?
- Telephone in the room? Can it be turned off?
- Phone jack or Internet connection in the room? Will it be live?
- Distracting noises outside the building?
- Percentage of permanent seating? Temporary?
- Is temporary house seating comfortable?
- How many square feet per person when set up?
- Wide enough for your set up? With enough power?

- Are circuit breakers conveniently located?
- Platforms needed for projectors? What size?
- Room behind the audience to set up platforms?
- Will projectors be level with screen center?
- Are there room dividers?
- Are sliding walls *really* soundproof?
- If not, what will be happening in adjacent room during meeting?
- Is there a permanent stage? Height from floor? Depth, height and width suitable?
- Are there wings or rear areas for performers awaiting cues?
- Temporary staging available? What size platforms? Stage steps available? What size? How many?
- Standard runway (36" high, 42" wide) sufficient?
- Bandstand needed?
- Stage curtains that open and close? Motorized?
- Stage lighting sufficient?
- In-house supplementary lighting available?
- Draping colors/room decor compatible with presentation? Draping for stage required? For runways? For tables?
- Cherry picker or double ladder available for high work?
- PA system adequate? Make? Wattage?
- High or low impedance? How many mikes provided free? Possible interference for wireless mikes? Where are the speakers located? Sound mixer available?
- Sound tech necessary? Can one be on call?
- Spotlights available? Operators necessary?
- Sufficient outlets? Additional outlets available?

- Permanent screen? Matte? Beaded? Color? Size? Height from floor? Front projection? Rear projection?
- Portable screen in good condition?
- What equipment is in-house? (List wattage, brand and condition)
- Slide projector (indicate slide size) Extra trays or carousels available?
- Overhead projector
- LCD projector for computer visuals
- Extra screens (list sizes)
- Whiteboards
- Electric pointers
- Flipcharts and easels
- Recording sound equipment
- Videotape recorders and players. Tape format?
- CD/DVD players
- TV/VCR (List sizes)
- Is there an in-house audiovisual supplier?
- Theatrical/House electrician's rates?
- Includes benefit payments and any applicable taxes
- Overtime? Minimums? Call outs?
- Other

Notes:

A note from Bob...

If you've taken the time to read through this exhaustive (I'm sure we've missed a few ☺) list of questions, by now your head is swimming. And you haven't even gotten the answers to all of them.

Realistically, not all of these questions are applicable for your event. It does however; make sense to see which ones do, and to make sure you and your planning team have done your homework in answering them.

The answers to these questions and process to getting them will provide you and your team with a workable guideline or solid foundation on which to successfully build and create your event.

I'd be happy to assist you in this process. I offer planning advice and consulting as well as my being available in a speaking, training or facilitation roles. Over the years, I have found myself coaching inexperienced or new meeting planners through the process.

I have developed a whole series of downloadable checklists, tips and techniques in addition to recommendations for other resources for this purpose.

I invite you and your team to visit my <http://www.successfulmeetings.info> website to see what tools and resources are available to assist you in making this event a success.

I invite you to visit my <http://www.ideaman.net> site to learn more about my motivational keynotes and innovative training sessions.

I wish you and your team, all the success!

Bob 'Idea Man' Hooley

Notes:

Choosing the right seating style for each portion of your event

Picking the right layout is one of the most effective ways a meeting planner can maximize their return on the investment of their members, event team and the speakers. Taking time in selecting and directing the hotel or facility staff on the proper placement for each portion of your event, will deliver some amazing dividends.

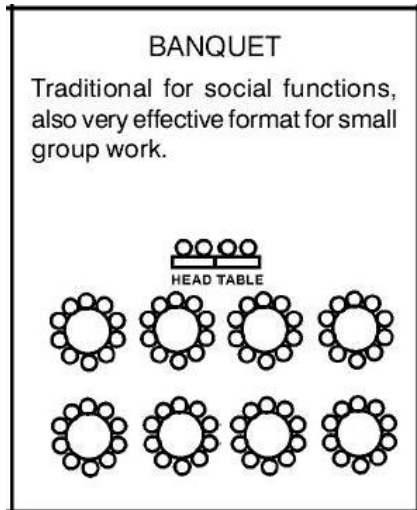
If you don't tell the hotel or facility staff which seating placement style you want, they will simply set up the way they have been doing, which is often the most easy way. Unfortunately, that may not be the best way to utilize the talents and skills of the speakers or presenters you have engaged for this event.

Ask the speakers if they have a preference. In my case, depending on what I am doing I prefer a herringbone style seating arrangement vs. the typical theater style. This herringbone style allows for some eye contact and interaction between my audience members and gets away from them only seeing me and the heads of those in the rows ahead of them. And... it is easily set up by the facilities staff. In fact it takes no more time to do so, regardless of what they may tell you. It is your event, make sure they set it the way you want it.

Obviously, you cannot do a set change on a breakout room for each of a series of speakers. Consult and then pick the set that makes the best overall arrangement.

Notes:

Here are the nine basic room seating arrangements. Being able to select the proper one for each portion of your event will help the speaker. It will also earn you the *gratitude* of those who sit in the audience.

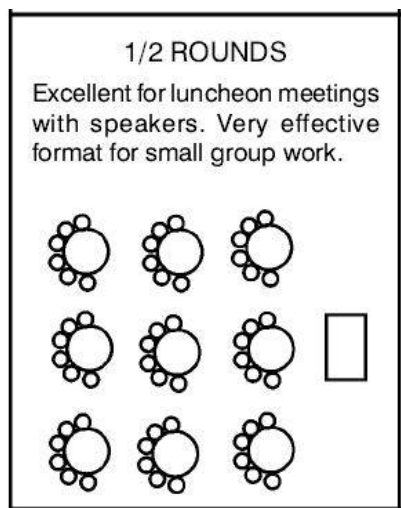


Banquet style seating arrangements work in many situations.

Keep in mind; if you are having speakers, that some of your members will have to turn their seats to be able to see them.

Space may be a challenge if you have a large event. If that is not a factor, the make sure you do not overload the tables. Facilities staff will squeeze as many in as possible. You want 6-8 maximum on each table!

If you have a smaller meal function, with a feature speaker... here is a better idea! Again, it depends on the size of your audience and the facility you book. Pick one that best serves the needs of those who will attend.



I have found this seating format to be the best for functions where the speaker or awards play a major role in the meal.

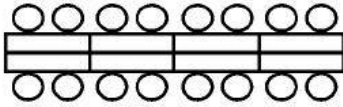
Again, let the facilities staff know exactly what you want and specify how many at each round. I'd suggest 5-6 maximum for best effect.

I like this set up for small group work when I am training as it lends itself to interaction and real dialogue. It also has my audience already broken into management sized mini-groups.

Notes:

BOARDROOM

Ideal for intensive group work, with 24 or fewer participants.



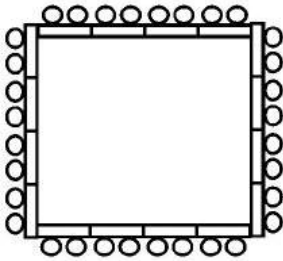
When you need a face-to-face meeting... or you want to be able to place people according to rank or position... this works.

This can work as well when you desire interaction and dialogue in smaller sized groups.

Again, depending on your needs, one of the other styles might better suit the requirements for your presenter or facilitator.

HOLLOW SQUARE

For groups of 30 to 40, this format facilitates discussion.



This works when you need a face-to-face meeting as well.

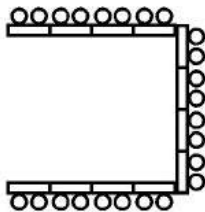
This can work well when you desire interaction and dialogue in medium sized groups.

Again, depending on your needs, one of the other styles might better suit the requirements for your presenter or facilitator.

Ask your speaker what they would prefer!

U-SHAPE

Excellent for groups of 10 to 30, allowing eye contact and encouraging participation.



This also works when you need a face-to-face meeting or interactive training session...

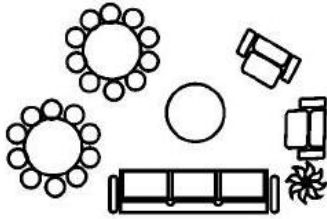
This can work as well when you desire interaction and dialogue in small to medium sized groups.

Again, depending on your needs, one of the other styles might better suit the requirements for your presenter or facilitator.

Ask your speaker what they would prefer!

RECEPTION

An informal set-up for groups with a more relaxed and casual atmosphere.



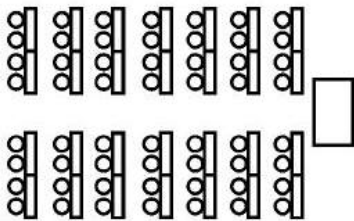
Many meeting planners are designing their events with special places where members can actually sit and talk to each other.

I've found the interaction and conversations can be as valuable, or even more so than what happens in the meeting rooms.

Provide informal spaces where people can sit and share ideas and get to know each other. This will enhance your program results.

CLASSROOM

This format can accommodate most group sizes and is ideal when extensive notes are to be taken.



Some training programs require members to work on a table and also to take copious notes.

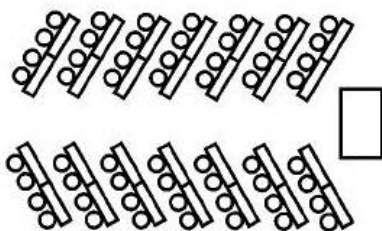
In such cases, this typical classroom style set up is ideal.

It allows you to get a fair number of people in the same room to listen to a speaker or trainer as they take them through a program.

Again, ask your trainer what works best in their experience for their programs.

HERRINGBONE

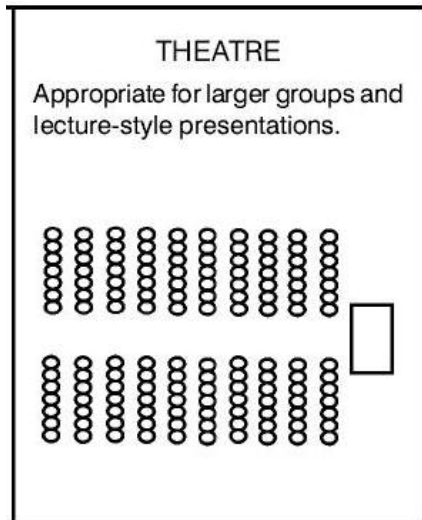
This format encourages audience participation, but utilizes more space than classroom format.



When faced with a choice between classroom, theater style or herringbone... I pick this one every time.

I want my audiences to participate, and to see each other doing so. This enhances the overall event and the ROI on my investment with them.

I've found facility staff to be very accommodating once I explain my reason for this choice.



This is the more typical seating arrangement.

In fact this will be the default choice for most facility staff unless you state otherwise. I don't recommend it if you can help it.

This theater style can be enhanced by going to a herringbone style seating arrangement.

This will allow some interaction and is more comfortable as seating allows members to sit on an angle to the speaker.

Designing a winning program, working with a planning team, recruiting the best presenters for each session, and enticing your members to attend will tax your abilities.

You will be investing a fair amount of time and money in hosting your event. Why not take that little extra time to design the placement of seating for each portion. This will allow you to maximize your investment and leverage the ROI of your speakers and members alike.

You facility staff (catering or banquet staff) take their lead from you. If you demonstrate your commitment to hosting a well run and well designed event, they will respond accordingly.

Notes:

Meeting Planner Links and Resources

Here is a quick reference guide to some of the websites that offer practical and use-it-now information for meeting planners. Click on the site you would like to view:

<http://www.canadianspeakers.org> Canada's premier site for access to professional trainers, facilitators and keynoters. Protect your investment with a professional on your team.

<http://www.nsaspeaker.org> USA based site of the National Speakers Association – The voice of the speaking industry. North American 'Experts' who speak.

<http://www.SuccessfulMeetings.info> Bob 'Idea Man' Hooey has developed a comprehensive site with free downloadable checklists, tips and professional techniques to help you make your next training session, or convention a success.

<http://www.trafficbuild.com/> Since 1992, corporate marketers, trade show organizers, special event planners, and publishers have benefited from our customized, turnkey promotion solutions.

<http://www.impaccanada.com/> Book marked a great website lately related to the meetings, conferences, incentive, special events industry, OR an independent businessperson? Let us know. Contact <mailto:IMPAC@impaccanada.com> and they will be sure to add your resource.

<http://www.specialeventsite.com/> Designed to serve the needs of **Event Professionals**, SpecialEventSite.com is an easy-to-use tool for accessing industry-specific information and for purchasing products and services over the Internet.

<http://www.timeanddate.com/worldclock/meeting.html> Need to make a phone call to someone far away? Need to arrange a videoconference, telephone- or net-based meeting with several people spread around the globe? This utility should help you find a convenient time, so that no one has to be up during the middle of the night.

http://www.business.com/directory/advertising_and_marketing/event_and_conference_planning/reference/ <http://www.Business.com> has some good reference materials.

<http://www.fullofhooey.com> Discover why Bob 'Idea Man' Hooey may be the right speaker for your event and why you want it to be *full of hooey*.

<http://www.canadianspeaker.info> – Bring a fresh 'Canadian' perspective to your next event.

<http://www.adminprof.com/resources.htm> Administrative Professionals - A reference website aimed to help make your job easier by consolidating resources to one convenient location.

<http://www.mmaweb.com/meetings/> Whether you're a professional meeting planner, a company offering event services or a supplier of products for the event industry, the Meeting Guide offers information and connections you won't find anywhere else.

<http://www.edmontonspeaker.info> – Discover the Edmonton Edge and how you can use it to host more successful meetings.

<http://www.meetings411.com/Default.asp>? A premier tool for meeting planners. Search for Hotels/Venues, suppliers, create and send RFP's, and reverse auctions. Also Features SPA Meetings!

<http://eventplanner.com/> Welcome to EventPlanner.com - your online meeting, event and travel planning resource. EventPlanner.com has been serving the professional planning industry, as well as the business and leisure travel industry since it's inception in 1994. Companion websites <http://www.Eventannouncer.com>

<http://www.mpnetwork.com/> Welcome to MPNetwork.com, an interactive meeting place for group meeting planners to source their meeting requirements from selected industry suppliers. Visit this site for Meeting Planning discussions, regular Chat Sessions, Supplier Information and much more. Have the Premiere Properties Directory, the Event Sites Directory, the Show Directory, and the Buyers Guide.

<http://www.AlbertaSpeakers.com> – Information on Alberta based speaker, Bob 'Idea Man' Hooey – Gain the Alberta Advantage!

<http://www.accreditedspeaker.com> – Toastmasters International created this professional level designation to recognize those speakers with outstanding skills in public speaking.

<http://www.trainersplus.info> – Local and in-house training and development services for leading edge companies and leaders.

<http://www.logoevent.com/> Provides consulting and professional logo creation services related to events worldwide. Design should support your event image, and create awareness among the audience. A logo is the cornerstone of an event's communication process.

<http://www.infolab.com/> Now called e-mark solutions. High velocity lead generation and tactical marketing services

<http://www.guidestar.com/> Meeting Productivity Process (MPP) assists meeting managers to improve and measure the results of their large group meetings. For over a decade, MPP-driven meetings have produced dramatic measured meeting results.

<http://www.corbinball.com/> The Meeting Technology Headquarters: The world's most comprehensive site about meeting planning and events technology, a REALLY great meeting technology speaker. Honoured by MPI and NSA for good reasons.

<http://www.bigyellow.com/> Super Pages: Find People, Businesses, and Global Directories. Find almost anyone with the click of a button! Also news, weather, and travel information.

<http://www.b-there.com/default.asp> The only fully integrated system providing e-commerce solutions for meeting planner and event organizer. The system saves time, money and offers revenue- generating opportunities.

<http://www.conventionplanner.com/> <http://Meetingslink.com> is the most cost-effective and comprehensive site designed for meeting and event planners throughout the world.

<http://www.meetingnews.com> The complete online source for news and information for the meeting, convention, incentive and trade show professionals. MeetingNews.com features the latest industry news, searchable article archives, crucial business resources and much more.

<http://www.mpiweb.org> The recently redesigned MPI Web. Deeper content and easier navigation are two new features, as well as a brand-new media centre with updated news, information and research.

<http://www.pcnametag.com> A great place to get all your name tags and other convention materials. Fast and reasonable. Tell them Bob sent you.

<http://www.skoochie.com> This new service from the <http://www.eventiq.com> team is a sponsor branded internet registration service that your members and customers can use as an innovative marketing tool. Tell them the <http://www.CanadianIdeaman.com> sent you.

We will add additional links as we find them. If you find a broken link, please let me know. If you find another good link and would like to share it with your fellow meeting planner professionals, email us: <mailto:bob@successfulmeetings.info>

Visit: <http://www.successfulmeetings.info> for updated listings and resources.

On-line resources and magazines for meeting planners

There are some great on-line and in-print magazines and other resources designed to assist the professional meeting planner or the meeting planner who just got delegated the role. I subscribe to several of these magazines and have bookmarked a few urls for my own research and resources.

You might want to do the same, to ensure you are well-equipped to serve your members in designing and delivering a successful event.

- <http://www.successmtgs.com/successmtgs/index.jsp> - Successful meetings
- <http://www.mcmag.com/> - Meetings and Conventions
- <http://www.specialevents.com/> - Special events
- <http://www.event-solutions.com/> - Event Solutions
- <http://cmi.meetingsnet.com/> - Corporate Meetings & Incentives
- <http://am.meetingsnet.com/> - Association Meetings
- <http://icp.meetingsnet.com/> - Insurance Convention Planner
- <http://mm.meetingsnet.com/> - Medical Meetings
- <http://rcm.meetingsnet.com/> - Religious Conference Manager
- <http://www.entertainmentdesignmag.com/> - Entertainment Design
- <http://www.promomagazine.com/> - Promo
- <http://www.meetingnews.com/meetingnews/magazine/subscription.jsp> - Meeting News
- <http://www.TEmagazine.com> – Travel and Entertainment Expense Mgt.
- <http://www.ehotelier.com/browse/conventions.php> - e-hotelier - lots of links
- <http://addall.tradepub.com/free/icp/> - Insurance conference and other publications
- <http://addall.tradepub.com/free/icp/> - Association & Meeting Director
- <http://www.meetingsfocus.com/> - publish 4 regional meeting magazines
- <http://www.corbinball.com/bookmarks/> Corbin is a very smart meeting planner
- <http://bpubs.tradepub.com/brands/bpubs/cat/Mect.cat.html> - access to on-line free subscriptions to a number of magazines

Just a few links to prime your pump.

Bob 'Idea Man' Hooey

Meeting consultant, speaker and trainer

<http://www.successfulmeetings.info>

<http://www.fullofhooey.com>

Seven Reasons to Hire Professional Speakers

Hiring the right motivational keynote speaker, breakout/concurrent session speaker or trainer for your company or association meeting is vital to its success. **Bring in the person who does *exactly* what you'd hoped for, and more - and people will compliment you for months.**

Of course, if you don't, you might never hear the end of it. ☺

How can you better insure that the speaker or trainer you hire will be effective, successful for your group *and* make you look good? One good way is to look first to the professionals who are not only committed enough to become members of the Canadian Association of Professional Speakers or The National Speakers Association; but also follow the guidelines and code of ethics of that organization.

CAPS and NSA are founding members of the International Federation for Professional Speakers, which has over 5000 professional members worldwide.

Here are seven reasons why hiring *one of these pros* will benefit you and your organization:

1. A professional who earns their living speaking and training brings the kind of wide, insightful experience that will help make your sessions a success.
2. Professional speakers and trainers can supply the references, which will give you peace of mind. (There are actually thousands of reasons – happy clients!)
3. Professionals will give you support material that lets you know what subjects they speak on and what types of programs they do (seminars or workshops, keynote speeches, luncheon or dinner talks, etc).
4. Professionals will tailor their presentations to meet the particular needs of your event, team or group.
5. Professionals will give you credentials, which demonstrate or indicate their commitment to the speaking profession.
6. Many professionals can give you audio (or even video) tapes that make it easier for you to judge whether they're right for your group.

As we become wired, much of this information is on-line. Check their web sites too! (My primary one is <http://www.ideaman.net> ☺)

7. Professionals know how to set up a room to give you the best advantage and will stay within the time guidelines you require.

In short, when you hire a member of the Canadian Association of Professional Speakers, listed on line at <http://www.canadianspeakers.org>, you'll have a better opportunity to insure you'll get a high quality, professional job. Best of all, you can rest easy knowing in advance you hired the best.

Check out NSA for US based speakers. <http://www.nsaspeaker.org>

Your group will be applauding you, as well as the speaker, when the presentation is over.

For more information on CAPS or contact Past CAPS National Director Bob 'Idea Man' Hooey at 780-736-0009 or email him, <mailto:bob@ideaman.net>

About Bob:

Bob "Idea Man" Hooey, is a charismatic, confident, motivational keynote and breakout speaker who works with a wide range of clients. Using personal stories based on rich experience, he challenges his audiences to engage his Ideas At Work! - To ACT on what they hear! His ideas at work have been successfully applied by thousands of professionals in 7 countries spanning 3 continents.

Bob is a frequent contributor to North American consumer, association, corporate, on-line and trade publications. He is the author of 9 books, 4 success systems and CD's, a mini-book series and an ebook series, as well as special reports and Business Enhancement Success Tools to reinforce his leadership, business and career development programs.

In 1998 Bob became the 48th person in the history of Toastmasters to receive their coveted professional level Accredited Speaker designation in Palm Desert, CA.

Bob is a past CAPS National Director who was honored for ***"his energetic contributions to the advancement of CAPS & his living example of the power of one."*** Bob is the cofounder and past President of the CAPS Vancouver Chapter, and honorary founding member of the CAPS Sask. Chapter, and an active member of the CAPS Edmonton Chapter

10 Tips for Finding the Right Speaker

Your speaker selection is one of the most important elements in hosting a successful meeting. Selecting the right speaker for your meeting can be a daunting task, as speakers are available in every fee range and specialty topic.

The **Canadian Association of Professional Speakers**, as a founding member of the International Federation for Professional Speakers, comprised of more than 5,000 professional speakers, has compiled these tips to help make your meeting, training session or conference a success.

1. Determine the needs of your audience:

Thorough knowledge of the needs of your group is essential in selecting the right speaker. Does your meeting require that the audience leave with specific or technical information? Do you need someone to motivate the group to sell? Are you looking for after-dinner entertainment with a message?

2. Establish your date, time and budget:

- Start looking for a speaker as soon as the date for your meeting is set. Many top level speakers book engagements up to a year in advance and you will want to get on their calendar as soon as possible.
- Consider how much time you have to fill and where that time falls in your overall program. If your time slot is flexible, a professional speaker can often tell you the right amount of time for the job. A professional can also make recommendations about the order of topics/speakers if one presentation will follow another. (You may not want to follow a humorist with a detailed or technical, educational presentation.)
- Factor in the fee you are willing or able to pay for a speaker. Your search for a speaker can be narrowed or broadened based upon your budget.

3. Identify the type of speaker who will best match the needs of your audience:

A speaker's expertise in a given field may be the big draw, but a well-known name does not guarantee a professional presentation. High prices don't always mean high quality. Will your audience and the overall program benefit most from a celebrity; an expert in the field; a popular sports personality; a best-selling author; or a professional speaker who has a thorough knowledge of the appropriate topic?

4. Locate your resources:

- Personal referrals are a great way to narrow your search. Ask colleagues for recommendations.
- Speaker's bureaus locate and book speakers according to your specifications and needs. A bureau can locate speakers and quote fees. Many bureaus specialize in particular speakers such as celebrities, authors or athletes. Speaker's bureaus can often be found in your local phone directory under "Speakers Bureau" or "Agent." You can also use the internet to find bureaus in your region.
- Check out CAPS Online Directory of Professional Speakers at <http://www.canadianspeakers.org>. This directory contains information on Canadian speakers and can be searched by topic, keyword, location, name and so on. You can also check <http://www.nsaspeaker.org> for US based speakers. NSA and CAPS members work well together.

5. Review your options and interview your speaker candidates:

- A professional speaker will be a *real partner* in this process. Often they will ask questions about the needs of your audience and what they can accomplish for you. Ask your candidates for references and, if they are speaking in your area, ask if you can attend the program and observe them in action.
- Assure that a potential speaker has addressed groups similar to yours. Talk with them about their experience. Ask for a biography, testimonials and videos of their presentations, preferably before a live audience.
- Find a speaker who will tailor his or her presentation to your group.
- Ask the speaker if they belong to professional associations. Also ask what awards or certifications they have earned.

6. Select your speaker:

- Hire a professional and you'll hire an ally. Professional speakers understand that your reputation is riding on their performance. Their experience with hundreds of audiences can add to your peace of mind and to the success of your event.
- When selecting your speaker, consider that you are not paying for the time the speaker is on the platform, but also for the hours spent researching, preparing and customizing the presentation. Some speakers may negotiate their fees when they are doing more than one program for you or when they are allowed to sell their products. Ask about your options.

7. Get it in writing:

You should have a letter of agreement, engagement or contract that clearly outlines the expectations of both you and your speaker. Consider:

- travel arrangements and transportation;
- accommodations and meals;

- fees, reimbursements and payment terms;
- whether you want the speaker to attend social events;
- if the speaker may sell products, and if so, how this will be handled;
- an agreement on any audio or videotaping of the presentation;
- cancellation policies;
- audio/visual requirements;
- legal implications, if any, your contract may contain.

8. Work with your speaker:

Share information about your group or company. This will help the speaker become familiar with your organization, while facilitating a customized presentation.

- Send your newsletter or anything, which would include key people, buzz words or insider news and views.
- Give the speaker a clear outline of what you expect.
- Be specific about the size and demographics of your audience.
- Let the speaker know in advance about other speakers on the program. This gives the speaker the opportunity to build on (and not duplicate) what the other speakers say.

9. Set the stage:

- Make sure the room is set up for optimum impact. Consider the number of chairs and how they are arranged. Also consider room temperature and lighting.
- Stay on schedule. Although a professional will be able to "make up" time or slow things down if needed, keeping your program on schedule will allow your audience to get the full impact of the program you have created for them.
- Your speaker should be able to provide you with a good introduction of themselves and their topic. The introduction should be short, energizing and create positive expectations.

10. Evaluate the results:

Have your audience complete evaluations on the speaker and his/her presentation. This will allow you to gauge your results and plan for future programs. Send copies of the evaluations and audience feedback to your speaker.

The Canadian Association of Professional Speakers and our friends at the National Speakers Association stand ready to help you with the most important element of a successful meeting -- finding the right speaker. Although we do not book or recommend specific individuals, we're pleased to answer any of your questions.

If you'd like to know more, you can phone past CAPS National Director, Bob 'Idea Man' Hooey at 780-736-009 or email him, <mailto:bob@ideaman.net>



Bob 'Idea Man' Hooey, A/S, CKDE

Bob "Idea Man" Hooey is a charismatic, confident leader, corporate trainer, facilitator, Emcee, author and motivational keynote speaker on creativity, business innovation and enhancing team performance. Using personal stories drawn from rich experience, he challenges his audiences to engage his **Ideas At Work!** - **to act on what they hear**, with clear, innovative, building-blocks and field-proven success techniques to increase their effectiveness. Bob challenges them to hone specific '**success skills**' critical to their personal and professional advancement.

Bob outlines real-life, results-based, innovative ideas personally drawn from 29 plus years of rich leadership experience in retail, sales, construction, small business, entrepreneurship, manufacturing, association, consulting, community service, and commercial management.

Bob's conversational, often humorous, professional, and sometimes-provocative style continues to inspire and challenge his audiences across North America.

***"...he is always on! Bob has the ability to grab his audience's attention and keep it!
... if Bob is involved - your program or seminar is guaranteed to succeed!"
Maurice Lavigne, London Drugs Coordinator for Training and Development***

Bob's motivational, innovative, challenging, and practical **Ideas At Work!** have been successfully applied by thousands of leaders and professionals in seven countries spanning three continents, to date.

Bob is a frequent contributor to North American consumer, association, corporate, trade and on-line publications on leadership, employee motivation and training, creativity and innovative problem solving, priority and time management, and customer service. He is the inspirational author of nine books, four Success Systems, a mini-book series, an e-book series and a variety of special reports to reinforce his various programs.

Visit: <http://www.LifeDesignSystems.com> for more information or to invest in yourself.

Award winning kitchen designer (retired), Bob 'Idea Man' Hooey, CKD-Emeritus is one of 75 Canadian kitchen designers to earn this prestigious certification by the National Kitchen and Bath Association (NKA).

In December 2000, Bob was given a CAPS National Presidential Award **"for his energetic contribution to the advancement of CAPS and his living example of the power of one;"** and elected to the CAPS National Board. Bob is co-founder and past president of the CAPS Vancouver Chapter, member of CAPS-Edmonton Chapter and an honorary founding member of the CAPS-Sask. Chapter. Bob is also a national member of the Canadian Society of Training and Development.

In 1998, Toastmasters International recognized Bob **"for his professionalism and outstanding achievements in public speaking."** That summer in Palm Desert, California, Bob became the 48th person in their 75-year history to be awarded this prestigious professional level honor as an Accredited Speaker.

He has been honored by the United Nations Association of BC (1993) and received the CANADA 125 award (1992) for his ongoing contributions to the community.

In 1988, Bob joined 3 other men to sail a 65-foot gaff rigged schooner from Honolulu, Hawaii to Kobe, Japan, barely surviving a 'baby' typhoon enroute.

Ideas to successfully develop your leadership, business or career! -- Strategies to Success!



Bob 'Idea Man' Hooley

Bob 'Idea Man' Hooley has earned international acclaim as a leader, author and speaker on strategic planning, career and business innovation and enhanced team performance and creativity.

Using personal stories mined from rich experience, Bob challenges his readers and audiences to engage his Ideas At Work! — to act on what they hear with clear, easily understood building blocks and life-proven success techniques.

He challenges them to leverage their personal effectiveness, and to hone specific skills 'critical' to succeed professionally.

Bob is a frequent contributor to North American consumer, on-line, and trade publications. His **Ideas At Work!** have been successfully applied by thousands of professionals across the world. Visit: <http://www.bobhooley.com>

"Leadership is the foundation of your 21st Century Business Success. The wise leader unleashes the power of those whom they would lead!" Bob 'Idea Man' Hooley

Bob's Keynote messages will...

- Engage your mind
- Challenge the will
- Touch your heart
- Nourish your spirit
- Tickle your funny bone
- Enrich your career and business

"I still get comments from people about your presentation. Only a few speakers have left an impression that lasts that long. You hit a spot with the tourism people." Janet Bell, Yukon Economic Forums

Bob's Creative and Motivating Keynotes

- **Rising above the storm!** *How to take personal leadership when life flips you upside down or throws you into change*
- **The Power of ONE!** *Yes, one person can make a difference! YOU!*
- **Big Dreams – Small Steps!** *You can achieve and live your dream!*
- **Building Bridges – Not Walls!** *Career and Business Success is built on mutually productive relationships.*
- **Life Design – Get what you want, creatively!**
- **Prepare yourself to WIN!** *Apply the success skills of the world's top leaders in taking your career, your team and company to the next level*
- **Create the Future!** *Leverage to win with innovation and vision*

Thank you Bob, it is always a pleasure to see a true professional at work. You have made the name "Speaker" stand out as a truism - someone who encourages people to examine their lives and make adjustments. The personal stories you shared with your audience made such a great impression on everyone. The comments indicated you hit people right where it is important - in their hearts. Each of those in your audience took away a new feeling of personal success and encouragement."

Sherry Knight, Dimension Eleven Human Resources and Communications

"We greatly appreciate the energy and effort you put into researching and adapting your keynote to make it more meaningful to our member councils. Early feedback from our delegates indicates that this year's convention was one of our most successful events yet and we thank you for your contribution to this success." Larry Goodhope, Executive Director, AAMD&C

Protect your conference investment — leverage your training investment. Call now to explore how to engage Bob 'Idea Man' Hooley and his Ideas At Work! for your next corporate retreat, conference, sales training or association meeting. 1-888-848-8407



Bob draws from a wealth of experience and innovation to create programs designed to enhance your career or organizational performance. Visit: <http://www.ideaman.net> for details on these programs

As with his keynotes, each of these programs can be tailored to fit your time requirements and desired results. General session, breakout, 1/2-day concurrent, or full day sessions can be designed and delivered. Titles can be changed to reinforce the theme of your event. Ask about Bob's other customized keynotes, programs, executive coaching, facilitation, and MC services to help make your next training session or convention a solid success.

Bob 'Idea Man' Hooey — *Innovative Program Ideas 2005*

The Courage to Lead! (Change) - *Get the best out of your team!*

Whether your *field* of expertise is industry, hospitality, sales or marketing, association management or agriculture, we all need to deal with the changes and challenges that rise up, such as a business reversal, a drought, unexpected storm or the after-effects of 9-11. Being on the *leading edge* in any field or endeavor requires continuous and directed growth. This focused session, led by a respected and proven leader, will rekindle your fires of ambition and achievement and provide the ideas and fuel needed to achieve them. Outline specific techniques, ideas, and innovative tools to equip and prepare yourself to inspire and to lead your organization to thrive and change to successfully meet the unique challenges of the 21st century. Enhanced performance is built on a commitment to personal leadership.

I'm Already Running As Fast As I Can! - *Get what you want and still have a life*

Today's executives, entrepreneurs and business owners, employees, and families are over-committed and over-whelmed. Increase your personal and professional productivity and leverage your time more effectively. Explore practical ideas and innovative, use-immediately techniques that free up time for the important people and activities in your life. Recognize and minimize your time wasters. Recapture your idle time for more productive use. Schedule your priorities to regain your balance and flexibility. This session will energize, educate and empower your team to invest the time needed to succeed in business, career and their personal lives!

Why Didn't I 'THINK' Of That? – *Applied creativity, strategic planning & innovative problem solving secrets*

Your ability to remain competitive draws from your ability to solve your client's problems. Apply specific ideas, creative tips, techniques and innovative problem-solving models for business and personal success by tapping into your creative genius. Discover new styles of applied idea generation and problem solving. Explore new management and creativity tools and innovative ideas for your business or organization. View problems as opportunities to grow and change the way you live or do business. Set and apply *workable ideas* and strategies for success for your career or organization. Observation combined with application provides an innovative foundation for growth in any field. Become the *creative catalyst* needed for change in your career and organization's success. Inventing the future – Ideas At Work!

Secrets of EFFECTIVE Customer Service - *Millennium management tips to successfully move your career or company to the next level*

Business success and survival in the 21st century increasingly depends on your ability to define, anticipate and exceed changing customer needs. A *novel idea!* Your ability to recruit, service and retain your customers will determine your sustainable success. Transform customer complaints into new business and long-term growth opportunities. Easily convert customers into loyal fans, evangelists, champions, and repeat buyers! Explore *exciting* new ideas to build customer loyalty and provide for continued profitable growth. Apply field-proven, innovative ideas on customer service, product development, staff training and effective promotion to grow your career or company to the next level.

Visit: <http://www.ideaman.net/programs.html> for more information on Bob's innovative programs.

More of Bob's Innovative Programs for 2005

Unleash Your 'Business' Potential - *How to Out-think, Out-market and Out-perform your competition!*

If you want your team to be energized and challenged with new ideas and success techniques, this program will help re-awaken their desires and goals. Learn and apply the three C's of success - everyday! Recruit the Champions, Coaches and Cheerleaders needed for your personal and professional success. Apply specific innovative techniques to hone your competitive advantage. Leverage the secret of *intelligent* networking in building strategic alliances. Use new 'Cross Promotion' and *partnering* techniques to facilitate more effective marketing. Create promotional tools and systems to enhance your success in the marketplace. Harness the brainpower of your own Success Team... and more! This is an engaging session that will help *profitably* explode your business or career

Creating 'TIME' to Sell, Lead or Manage – *Successfully create more face-to-face time for the sales and marketing process for profitable, long-term relationships.*

How much would a 25-50% increase in *potential* sales bring to your bottom line? Would it pay to invest time learning how to systematically increase your productivity? Would it pay to invest time building customer loyalty and productive partnerships? How would you or your sales force invest an additional 1-2 hours per day? This interactive, idea-rich program, challenges you to systemize and prioritize your activities and implement streamlined processes to free-up *productive* time for the face-to-face sales and marketing process. Focus on results-oriented ideas, which allow you to redefine and accomplish your priorities, increase your productivity, and dramatically increase your sales results by building repeat business. It's about working less, not just smarter! Making more money in less time – with a better system to enhance and sustain your performance over the long term!

Speaking for Success! - *A primer for effective interpersonal communications and powerful presentation skills*

Your ability to succeed in life or business is *leveraged* on your ability to *effectively* communicate your ideas orally or in writing. Your ability to climb the corporate ladder is directly dependent on these skills. This proactive program, led by an award-winning, internationally accredited speaker, can give you solid skills and the understanding of what it takes to be an effective communicator. Enhance your communication abilities by applying *proven ideas and success tools*. Uncover innovative ideas and secrets from North America's finest communicators and speaking professionals. Overcome your fear of speaking and tap into your real power to *connect* and persuade an audience, team or customer to follow your lead. Discover how to accurately organize and powerfully convey your thoughts. Explore how to dramatically increase your chances of being promoted, increase sales and enhance your career. Successfully apply your enhanced communication skills as leadership, sales and negotiation tools.

In-house training series available from Trainers Plus

In addition to the above programs, Bob offers Sales and Leadership training and coaching. He offers other training programs as in-house or on-going training on a local or contract basis. Bob also offers courses Accredited by the Alberta Insurance Council.

- Leadership 101
- Winning in the Boardroom - Maximized Meetings
- Creating the future! - Innovation and Vision
- Get to YES! - Sales and Negotiation Basics

Communications and presentation skills training:

- Learn to Listen
- Think Before You Ink!
- Speaking for Success! - the series
- A Quest for Balance on the platform

Public Relations Training:

- Media Management—What to do if a reporter calls
 - The Personal Power of Public Relations
- Visit: <http://www.trainersplus.com> for course info.

“As soon as you move up one step from the bottom, your effectiveness depends on your ability to reach others through the spoken or written word.”

Peter Drucker, Author of the ‘Effective Executive’

Why would you want to hire an *award winning*, professional speaker as your coach?

Nervous about a big presentation coming up? Feeling a *little* performance pressure? Ever wonder how the top executives design and deliver their presentations with passion and professionalism? Many leaders of Canada’s 50 Best Managed Companies engage personal speech coaches and creative consultants who work with them to carefully craft, customize and create powerful presentations to captivate their audiences. Bob is one of those coaches!

In addition to his experience, passion and patience as a coach, you get three commitments when you engage **Bob ‘Idea Man’ Hooey** to act as your personal speech coach:



- **Privacy**
- **Performance**
- **Professionalism**

Ask yourself?

Do you have an important presentation scheduled?
Do you have an award to accept? To present?
Do you have an video conference to conduct?
Do you have a *rally the troops* speech to give?
Do you have a new *sales pitch* to design and deliver?
Do you have an important interview coming up?
Do you need a hand co-ordinating the logistics?
Do you need some help scripting a video, hosting a video conference or Power Point program?

Then you need to call **Bob ‘Idea Man’ Hooey** and engage his professional services today! Bob’s schedule allows him to *only* take a select number of coaching clients each year, so call now!

Bob ‘Idea Man’ Hooey, Accredited Speaker, is an award-winning Toastmaster (48th in the world to earn their coveted *professional level* Accredited Speaker designation) who has been inspiring audiences across North America for over 10 years. He is a founding Professional member of the Canadian Association of Professional Speakers and co-founder and past President of the CAPS – BC Chapter.

Bob has earned the respect of his peers across North America. His **Ideas At Work!** have been successfully applied by thousands of executives, management, sales and leadership professionals around the world. Author of 9 books, including two on enhanced speaking skills, 4 success systems, a mini-book series, and an e-book series, Bob is a frequent contributor to North American consumer, on-line, corporate, association and trade publications.

Call: 1-888-848-8407 (Client Toll Free North America) to explore engaging Bob as your personal presentation coach and creative consultant for your next event. E-mail your questions or schedule requests to <mailto:bob@ideaman.net> Visit one of our websites for more information: <http://www.ideaman.net> or <http://www.ExecutiveSpeechCoach.ca>

Publications by Bob 'Idea Man' Hooley

Available from Life Design Systems

<http://www.LifeDesignSystems.com>

Business & Career Building Publications

- | | |
|---|---------|
| • I'm Already Running As Fast As I Can!
<i>Get what you want and still have a life!</i> | \$24.95 |
| • Secrets of EFFECTIVE Customer Service
<i>Millennium Management Tips</i> | \$24.95 |
| • Why Didn't I THINK of That?
<i>Creativity, strategic planning & problem-solving secrets</i> | \$24.95 |
| • Speaking for Success!
<i>A primer for interpersonal communications and powerful presentation skills</i> | \$24.95 |
| • A Quest for Balance
<i>One speaker's recipe for success on the platform</i> | \$19.95 |
| • Creating TIME to Sell, Lead or Manage
<i>Creating more face-to-face time for the sales and marketing process</i> | \$29.95 |
| • Thinking Beyond the FIRST Sale (2006)
<i>Creating repeat business for sales professionals</i> | \$29.95 |
| • Coaching for Optimal Results
<i>Bringing out the best in your people!</i> | \$32.95 |
| • Success Skills for leaders, entrepreneurs and those who support them | \$32.95 |

Mini-book Series

- | | |
|--------------------------------------|--------|
| • The Courage to Lead! | \$9.95 |
| • Creativity Counts! | \$9.95 |
| • Unleash Your Business Potential | \$9.95 |
| • My 'Next' Million Dollar Idea Book | \$9.95 |
| • Learn to Listen | \$9.95 |
| • Thanks Mom! | \$9.95 |
| • Dad, You're Still My Hero! | \$9.95 |

Additional Value-added E-Products & Recordings

- | | |
|---|---------|
| • Create the Future! - new E-book | \$14.95 |
| • Think Before You Ink! - new E-book | \$14.95 |
| • Attitude Counts! - new E-book for Christmas 2005 | \$14.95 |
| • CONFLICT— Dealing effectively with conflict | \$14.95 |
| • Media Management - What to say if a reporter calls | \$14.95 |
| • For Immediate Release - The Personal Power of PR | \$14.95 |
| • Get to YES! The subtle art of persuasion in negotiation | \$14.95 |
| • Winning in the Boardroom - Maximized Meetings | \$14.95 |
| • Spice Up Your Speech — Volume's 1 & 2 (set) | \$19.95 |
| • I'm Running As Fast As I Can! - Audio CD | \$19.95 |
| • Customer Service — Audio CD | \$19.95 |



Bob 'Idea Man' Hooley

Bob 'Idea Man' Hooley has earned international acclaim as a leader, author and speaker on strategic planning, business innovation and enhanced team performance and creativity.

Using personal stories mined from rich experience, Bob challenges his readers and audiences to engage his Ideas At Work! — to act on what they hear with clear, easily understood building blocks and life-proven success techniques.

He challenges them to leverage their personal effectiveness, and to hone specific skills 'critical' to succeed professionally.

Bob is a frequent contributor to North American consumer, on-line, and trade publications. His **Ideas At Work!** have been successfully applied by thousands of professionals across the world.

Publications available from Life Design Systems

Visit our website for up-dated information: <http://www.LifeDesignSystems.com>

**Call for information:
1- (780) 736-0009**

What people say about Bob 'Idea Man' Hooey

*"I still get comments from people about your presentation. **Only a few speakers have left an impression that lasts that long.** You hit a spot with the tourism people."* Janet Bell, Yukon Economic Forums

*"We greatly appreciate **the energy and effort you put into researching and adapting your keynote to make it more meaningful to our member councils.** Early feedback from our delegates indicates that this year's convention was one of our most successful events yet, and we thank you for your contribution to this success."* Larry Goodhope, Executive Director Alberta Assoc. of Municipal Districts & Counties

*"Thank you Bob, it is **always a pleasure to see a true professional at work.** You have made the name "Speaker" stand out as a truism - someone who encourages people to examine their lives and make adjustments. The personal stories you shared with your audience made such a great impression on everyone. **The comments indicated you hit people right where it is important - in their hearts.** Each of those in your audience took away a new feeling of personal success and encouragement."*
Sherry Knight, Dimension Eleven Human Resources and Communications

*"**Attention Training Providers:** I want to take this opportunity to let you know that Bob Hooey has utilized his talents, energy and considerable public speaking experience to provide communications clinics for our BC Works! clients. They have been very successful...reporting dramatically increased confidence and self-esteem! **In addition to being a highly skilled facilitator, Bob has shown himself to be a great team player with a comfortable manner and a great sense of humor.**"*
Vicki Austad, Manager, New Westminster Community Skills Centre

*"You are a dynamic speaker and **you provided us with many ideas for making our business's more successful** with your presentation of "Unlock Your Business Potential." The comments we received from the meeting were very positive. Many especially found it useful to record some key points on the postcard and will look forward to receiving it prior to your next session." Barb Nicholl, Woman's AM*

*"Bob is one of those rare individuals who knows how to tackle obstacles in life to reach his dreams. He takes each as a learning experience and stretches for more. **His compassion and genuine interest in others, make him an exceptional coach.**" Cindy Kindret, Training Manager, Silk FM Radio*

*"Now that the Active Minds session for Chapters has drawn to a close, I want to thank you for all you have done to help make the program such a success. **Feedback from the store Managers, and directly from customers, was entirely enthusiastic.** Their remarks and words of appreciation have made it obvious that everyone who participated in your courses benefited enormously from your intelligence and insights. **Your energy, creativity, and ability to communicate effectively - especially with such a diverse audience and under conditions that are so noticeably less than ideal -make your efforts all the more impressive and praiseworthy.** I know, as do all I work with at Chapters, just how indebted we are to you."*

*My thanks are double-barrelled...**you have made it possible for me to provide a program that is of real value to the public - and you have made the task of organizing and implementing this program pure pleasure.**"* Suzy Okun, National Co-coordinator, Chapters Bookstores - Active Minds Series

*"Without doubt, **I have gained immeasurable self assurance.** Bob, your patience and your encouragement has been much appreciated. **I strongly recommend your course to anyone looking for self-improvement and professional development.**"* Jeannie Mura, Human Resources Chevron Canada

*"I have found **Bob's attention to detail** and his ability to fine tune his seminars to match the time frame and needs of the audience to be a valuable asset to our educational program."*
Patsy Schell, Executive Director Surrey Chamber of Commerce

Additional audience comments...

*"I am pleased to recommend Bob 'idea Man' Hooey to any organization looking for a charismatic, confident speaker and seminar leader. I have seen Bob in action on several occasions, and he is ALWAYS on! Bob has the ability to grab his audience's attention and keep it. Quite simply, **if Bob is involved - your program or seminar is guaranteed to succeed.**"*

Maurice Lavigne, Coordinator Training and Development, London Drugs

*"**'I'm already running as fast as I can!'** was both informative and entertaining. It reinforces **the ideas of goal setting and effective time management** as it applies to one's business and personal life. The information given strengthens the perspective that it's all-important and productive to lead a balanced life, so work does not dominate our life. The culminating **problem-solving activity was enjoyable and beneficial**, and showed that through networking with business associates, problems can be readily resolved. Keep up the good work!"* Jeffery Miller, CKD NKBA Arizona Chapter

*"I'm happy to report the BC Fall Home Show hit record attendance figures of over 46,000 attendees. Feedback from your sessions was **overwhelmingly positive**. Attendees were very impressed with the visual presentation. I would like to thank you for all your time and expertise in making this year's BC Home Show such a great success."* Rob Haynes, Show Manager, Southex Exhibitions, Vancouver, BC

*"Just a note to say thanks so much for running our recent seminar for employees on **strategic planning**. Everyone still talks about how much help it was to all of us. The wealth of information you gave us in the handbook was a great help also, and **something we couldn't have done on our own.**"*

Chuck & Joan Guild, Uni-Pro Printing & Design, Burnaby, BC

*"Great seeing you in Cancun, and congratulations on a job well done. **The seminar was a great success! Your humorous and conversational style was a tremendous asset.** It is my sincere hope that we can be associated again at future seminars."* Donald MacPherson, Attorney At Law, Phoenix, Arizona

*"**What a great conference.** It was a great pleasure meeting with you at the Ritz Carlton, Cancun and I shall look forward to hopefully welcoming you and your family in Dublin, Ireland someday. "*

A. Paul Ryan, Petronva Corporation, Dublin, Ireland

*"You are a wonderful speaker and did a **great job at drawing the audience in** with you as you shared some of the stories about the women who made a difference in your personal and professional life."*

Pavala Michaela Polcarova, Event Coordinator - The Special Women in Our Lives

*"We would like to take this opportunity to thank you for your significant contribution toward the 3rd Annual Liberty Health Small Business Summit in Edmonton. **Your participation was critical to the success of the event.**"* Wally Thompson, Assistant VP Marketing and Communications

*"...**thank you for your significant contribution** to our Annual Life Long Learning for a Changing World conference. It was one of our most successful both in terms of response and to the session offerings. Comments from Conference participants indicated they were very pleased."*

Madeleine Butschler, Professional Engineers and Geoscientists of BC

*"**Wonderfully done!** Very interesting, **lots of practical ideas** along with a number of ideas to get me thinking, not just about time management, but about Life Management."* Deborah Black, YWMC

Protect your conference investment – leverage your training dollars. Call now to explore how to engage Bob 'Idea Man' Hooey and his Ideas At Work! for your company, convention or association. Call: 1-888-848-8407 (toll free) or visit our website at: <http://www.ideaman.net>

Action List - Ideas At Work!

IDEA:

ACTION:

DEADLINE:



Experience teaches that ideas not acted upon within 48 hours, will often die on the beach. Use this sheet to record the major ideas and action plans triggered by your reading this e-book. Remember to schedule a specific date or deadline for completion, and see your **Ideas At Work!**

Bob 'Idea Man' Hooey <http://www.ideaman.net>

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Hosting a Successful Meeting, Training session or Conference...

*Behind the scenes 'secret's to help you succeed...
from concept and creation, to successful completion.*

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