



ForCollegeForLife
Culture Book
2020-2021

@FCFLspeakers



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Welcome to the ForCollegeForLife Team!

We are excited you are here. We would not be the company or the team we are without you, your vision, your ideas, your passion, and you. We believe in providing our clients and customers the skills and tools needed to be better equipped for college, and for life. It's our namesake. We love that you believe in this too!

In this document, you will find the basic needs and information you need to be successful with FCFL/The Company. The leadership team will also be available for any questions you may have. Here is the honest truth: being a speaker and an FCFL team member is dependent on your willingness to self-promote, self-improve, and invest in yourself.

We believe in you! That is why you are here.

Each time you get on stage we want you to feel your best. When you feel your best, you represent us in the best light and make the greatest impact on your audience. We will do all we can to support you and lift you up and provide you with a platform to amplify your work. We pride ourselves in being the best in the industry with our company guarantee: **“We deliver a professional and relevant program, as promised, or you won’t pay.”** This guarantee allows our partners, speakers, and clients to remember why we are here: to change the lives of students by educating them in a passionate and powerful way, providing them with tools to change and influence their college experience and beyond.

This mission is why many of our clients come to us, and why they remain loyal to our speakers and roster. You are a walking representation of us. Thank you for trusting us to represent you!

The purpose of this document is to help you better understand the culture of ForCollegeForLife, our expectations of you and what you can expect of us, and help you maximize your potential as a speaker on our roster. We ask you keep this document private and not share with those you know to be outside the company. Our culture is what makes us who we are.

Let's go change the world, together!

The FCFL Leadership Team

Founded on the ethics of professionalism, integrity, and service, ForCollegeForLife will:

Deliver **relevant** content to college and university audiences.

Promote **big ideas** that inspire action.

Be good, trusted people who **wow** clients and partners.

Embrace **diverse** backgrounds, perspectives, and experiences.

Celebrate our successes and **learn** from our mistakes.

Keep **profitability** in mind allowing us to exist while doing good.

Commit to being **nimble** in our approaches.

A LEADING VOICE. YOUR BEST CHOICE.



ForCollegeForLife is a team of speakers and consultants providing the leading voice for America's colleges and universities. We serve campuses and organizations through impactful and practical educational keynotes, workshops, retreats, and staff developments. Each member of our team brings significant expertise in their particular field.

RELEVANCE

You want to work with good people who speak regularly to college students and support your campus or department's mission.

INTEGRITY

Our speakers are committed to giving you what you need. If that means two keynotes in an evening or a breakout in addition to a keynote - no problem! Let us help you figure out the right speaker to fit your needs, even if that means something completely out of the ordinary. We put you first.

PROFESSIONALISM




You want all-inclusive pricing, contracts that make sense, and phone calls and emails that are returned quickly. You want speakers who are reliable, deliver meaningful messages, interact well with your campus professionals, and leave students feeling empowered.

GUARANTEE

We will deliver a professional and relevant program, as promised, or you won't pay.

CONTACT US

 /FCFLspeakers
 @FCFLspeakers
 @FCFLspeakers

 forcollegeforlife.com
 888-552-3235
 info@forcollegeforlife.com

FCFL LEADERSHIP

The FCFL Leadership team is made of 3 professional partners each of which have a different role in assisting you with your role and success.



Casey J. Cornelius, Founder and CEO

Casey launched ForCollegeForLife in 2014 after spending more than a decade in higher education. Casey is a wealth of knowledge surrounding marketing ideas, new program titles, and innovative curriculum. He also works to facilitate Speaker contracts and company financials. Casey resides in Bay City, MI in the Eastern time zone.

Contact Casey if you have questions about payment, new programs, updating the website, company direction, and all things gig related.

Casey@forcollegeforlife.com | Cell Phone: 989-280-7998



T.J. Sullivan, Partner and Vice President of Sales

T.J. has spent more than two decades revolutionizing the professional college speaking industry. He now works with clients and partners to ensure everything runs smoothly when working with FCFL. T.J. is a resource for new program design, designing programs with details that last, and innovative ways to market and sell yourself to potential clients. T.J. resides in Denver, CO in the Mountain time zone.

Contact T.J. if you have questions about booking a gig, how to invest in yourself as a speaker, new programs design, calendar concerns, or client relations. tj@forcollegeforlife.com | Cell Phone: 303-815-6438



Bonny Shade, Partner and Chief Culture Officer

Bonny has spent her career as a campus-based professional in higher education and facilitator and speaker. Her main focus with FCFL is to ensure alignment between company values and actions and works with key stakeholders to ensure company success. Bonny has deep knowledge in fraternity and sorority life, hot topics with Generation Z, and program design. Bonny lives in Charlotte, NC in the Eastern time zone.

Contact Bonny if you have questions about company values, expectations, client feedback and how to interact with stakeholders.

bonny@forcollegeforlife.com | Cell Phone: 561-685-8271



FORCOLLEGEFORLIFE STYLE GUIDE

LOGO

&

BRAND

The four square logo represents the building blocks that our programs develop for clients and the idea that we are constantly growing and building our personal and professional selves. There is also an option that can be used if the company name needs to be present.



Relevance.
Integrity.
Professionalism.

We promise these tenets to our clients because we present valuable content for achievable results.

We are the best choice for college and university speakers because we deliver on our promise.

SPEAKER EXPECTATIONS

By clearly explaining and openly discussing our expectations of you, you can make the most of your speaking career with FCFL, maximizing benefits that come from a relationship with an agency. It is your responsibility to work within these expectations. When you signed your contract, you determined a renewal date and a time when your contract is up for review and editing. This contract explains the basics of the speaker/company relationship and states that the company would represent you in all paid speaking events/gigs*. We ask that you hold true to our values, expectations, and work with us through integrity and best intent.

Our main expectation is that you deliver a quality, professional, and relevant program that has been discussed with the client. While doing this, you represent the company to clients, potential clients, students, and professionals through your behavior before, during, and after a program. In conference environments, you also represent the company and your interactions will reflect on the services and speaking team you work with, as well.

Whenever you are working to promote, solidify, or get information out about your speaking career and programs, we ask that you include the FCFL name and contact information. This allows clients to see that you are represented by us, and clearly shows who they need to contact in order to book you and your program. This includes but is not limited to social media posts, program title and closing slides, email signature, business cards, promotional cards, etc.

*Please note that all paid speaking engagement must be sent through FCFL and the company will determine if they will utilize contracting services. As a general rule, ask the company for any clarification about speaking engagements outside of volunteer roles or conference submissions or presentations.

What We Expect from You:

As a speaker with our company, we expect the following minimum items from you:

- Regular and timely communication (within 24-36-hour response time), especially on program and event requests.
- Create and share an updated calendar with up to date availability.
- A willingness to self-promote and market your program in various ways by investing in yourself as a speaker.
- Annual attendance at The Lab, our annual team meeting.
- A willingness to submit program proposals to at least one conference per year.
- Attendance to at least one conference per year.
- Submitting and communicating any bookend experiences (very positive or very negative) to company leadership.
- Review and update program descriptions, outcomes, headshot, AV needs, and speaker bio on a regular basis.
- Visual aids, including slide designs, marketing materials, and other images must be professional in look and should be not thrown together quickly and in a hurry in a basic PowerPoint Design. All design should also include your affiliation with FCFL.
- Produce updated headshots and develop a professionally developed speaker video.
- Engage with the speaking team as a team member, supporting and promoting each other where appropriate (i.e. group Facebook page).
- Host a "Happy Call" and utilize a consistent follow up method with clients.
- Communicate thoroughly and professional with clients.

What You Can Expect from Us:

Throughout your time as a FCFL speaker, we want to be sure you are getting what you need/want from this relationship. During your time with FCFL, the company will:

- Generate and take responsibility for all sales leads the speaker sends us, or that come in via email or website.
- Treat you as a member of our team through honest conversations, phone calls, and texts; communicating to you in a timely and efficient manner.
- Hold our values as a standard of behavior and ethics for all our decision making and external viewpoints (website, marketing, social media, mailings, etc.)
- Utilize contract agreements between clients to ensure and secure the date of a speaking engagement/ Handle all paperwork
- Update and utilize the calendar you share with us (Google calendar is preferred) to keep you up to date on all leads, contract out, and confirmed programs and gigs.
- Promote you at least twice per year on social media outlets to potential clients.
- Provide any updates and trends relevant to the company and/or you as a speaker.
- Provide ongoing training and development through virtual groups, articles, and The Lab.
- Collect and distribute constructive feedback and suggestions for improving as a speaker.
- Maintain relationships with profitable conferences and organizations.
- Deliver and issue timely tax documents.

Calendar Expectations:

Overall, we ask that you always keep us informed of anything happening surrounding a potential or confirmed program or gig. You are required to keep an updated online calendar that you share with the FCFL leadership team. You can do this easily in Google Calendar and that is our preferred method of calendar sharing.

You are in control over your calendar; however, we will look at dates nearly 6-10 months in advance for booking purposes. Keep your calendar updated a minimum of 8 months in advance. It is best practice to update your calendar at least once per month. Label any and all dates you are “unable to travel” or “unavailable” in your calendar; and keep in mind travel time for the dates you are unavailable. If it is vital that you be at a work event on a Wednesday morning, you cannot speak on Tuesday evening in another time zone.

FCFL will place leads and holds on your calendar for all speaking engagements and we will always communicate the current stage of the contract with you.

Be sure you block off conferences and other major events you wish to or must attend.

Online Calendar 101:

Your calendar will have plenty of information on it.
Here are some tips for each item means.

Color codes will tell you general information:

Blue: potential booking/sales lead

Red: Unavailable

Yellow: Contract sent, tentative gig

Green: Contract Received, OK to book travel

When you double click the calendar item, you will see other information about the gig. This is a good place to see the type of program, client contract information, airport information, and time of program. Be sure to view this before your “Happy Call.”

Unforeseen Circumstances:

If you are unable to make it to a contracted event due to an emergency, notify a member of the leadership team immediately! This means, if your flight is delayed, have gotten horribly sick, something happened to a family member, etc., you must contact a team member and work with them to notify the client and create alternative arrangements. Clients do understand that unforeseen events and emergencies happen. However, we also ask you communicate those events with us, so we can partner with you and assist you in your moment of need. This is one of the best reasons you have an agency. We are on your side! Allow the company to help you. Remember, when you cancel, rescheduling your gig is not guaranteed and you might lose money from travel expenses you’ve already incurred.

Headshots and Video:

It is our expectation that each speaker has clear, up to date, professional headshots taken every 2-4 years and that a select number of photos be shared with The Company, rights-free.

Headshots will appear on the website and in promotional items as seen fit by FCFL. The Speaker is responsible for updating any headshot and paying for/finding a photographer to take these headshots, unless noted by the incentive level of a speaker. Headshot examples can be found on our company's landing page.

Headshots should be fun and showcase your true self and personality. They should not be headshots taken in front of a solid background in a studio and a less formal look and feel with a plain background (no trees, or moving objects) is recommended. Be sure lighting is adequate for your skin tone and clothing.

Each speaker should have a professionally recorded video with high quality image and sound. We utilize these videos in our promotional items and on our speakers landing page. Videos should showcase your speaking topics, personality, and give potential clients something to get excited about! It is our expectation that you to hire someone to record you speaking and use a microphone for direct recorded sound. Your video can then be produced by the external videographer or created by you. Videos shot on iPhone or similar devices are not acceptable.

It is up to you to find and pay for a professional videographer to create your video. If you have questions about videographer, check out some of our speaker videos on their individual speaker page and contact a FCFL leadership team member if you have other questions.

Headshot and Video Advice:

Be sure your headshots are sent to you via high resolution images with total print rights. Once you have them, you can share them with the FCLF leadership team via Google Drive or direct email. Save them all in a common place so you can have easy access to them in the future.

For videos, don't be afraid to ask a client if they have a social media team or even a student who may be interested in recording your program. Just be sure they have a direct microphone that will record sound directly to the video link.

For each of these, light colored clothing works best. Be sure to not blend into your background and look "natural". For video, do not look directly at the camera unless that is the style you want.

Link your video on YouTube for easiest sharing capacities. This link is also what we will use for our website materials. Do not go cheap! Use a professional!

Please, Just Don't:

As a company, it is important to remind you of our “Nevers”. These are things we ask you never do. Failure to comply with these may result in termination of your speaker contract.

- Do not fail to show up to a contracted event without notification and communication to an FCFL Leadership Team member and/or the client.
- Do not show up to a program impaired by alcohol or illegal drugs, even if you believe they have left your system from the night before.
- Do not purchase alcohol for a student or engage with alcohol around students, regardless of that student's age.
- Do not engage in or suggest sexual relationships with a student, client, or professionals during a visit.
- Do not speak poorly about the company, speakers, or team members. Constructive criticism is welcome, however gossip and conversations based on ill-intent will not be tolerated.
- Do not speak poorly about a particular school or program experience, either before, during, or after a gig. If you have feedback about a negative experience, it should come directly to a FCFL Leadership Team member immediately following the negative experience.
- Do not make jokes or other comments that disparage or point out a particular religion, gender, sex, lifestyle, race, political group, campus organization, personal biases or beliefs, or another personal identifier.
- Do not confront a client. You are there to make their life easier. You are at Disney! This is the happiest place on earth, even if you are having a negative experience. If you need to process or vent, contact a team member.
- Do not ask a client about payment. At times, they may hand you a check. That is okay, take it and send it to FCFL. The client has worked directly with FCFL to process payment and we will do all we can to ensure you are paid on time.
- Do not be “pushy” with clients. We understand cold calls and emails can work, at times. However, that is not our company philosophy. Promoting your programs is part of this job, however please respect clients wishes and right to say, “no thanks!” Be respectful of their time and money. Never send daily emails and phone calls about booking you as a speaker. If they want to book you, they will find a way.
- Do not subscribe them to a list or listserv they did not opt into.

MARKETING MATERIALS

Marketing efforts with FCFL are a basic requirement of both the company and the speaker. We believe that if you must work to build your own brand and the company will assist you in your branding efforts. Marketing helps you and us sell your programs, which creates better incentives for you and the company.

General Marketing Expectations:

FCFL markets you, as a speaker. At times, we will market specific programs that you do or topics. We believe that clients will first book a speaker, then the topic, then look at price point, in that order. Therefore, we will work with you for much of our marketing efforts and expect you to be engaged and to present at conferences in order to gain name recognition.

Should a client ask for a specific program advertisement or marketing material, it is up to you to design and create the material and/or reach out to the leadership team for help and guidance on how to design marketing material. Canva.com is a great, free resource to create visual aids.

Marketing is a joint effort on the company and the speaker. Building a brand must have a self-effort. Our expectations are that you:

- Identify yourself as a speaker with/for the ForCollegeForLife team on all social media, marketing, and printed materials.
- Utilize the appropriate ForCollegeForLife logo, website, language, and social media profile accounts in any and all publications, social media outlets, and print materials.
- Tag @FCFLspeakers in social media posts; in which the Company will repost and/or retag appropriate posts on the @FCFLspeakers account and social media outlets.
- Utilize the correct style and brand of FCFL in all materials including but not limited to presentations, business materials, marketing efforts, social media, etc.

Special Marketing Materials and Efforts:

FCFL will open up special marketing material options throughout various times during the year. Marketing options will be made available via email at least 2 weeks prior to the sign-up time for the marketing efforts. Any materials needed for these special marketing efforts will be created in collaboration with the speaker and company.

Cost and Data Points:

The cost of any marketing materials will be assessed to the speaker. The speaker will know and understand the cost of each marketing item and discuss their budget with the company before a purchase is made. Data points will be provided for all promoted items on social media to determine the reach of the post. Any cost associated with the publication, printing, or

promotion of posts will be assessed to the speaker and will be taken out of the next payment of a paid speaking gig.

Business Cards and Printed Materials:

It is the responsibility of the speaker to bring and provide business cards at events, conferences, and other events where they are represented as a speaker. It is up to the speaker to create their own business cards, or do so in direct consultation with FCFL, and receive approval by the company (unless the company assists in the creation of these materials). FCFL website and social media (if applicable) should be used on the business card. Business cards should be standard size and are able to be in any format (landscape or portrait) and printed through a professional company.

Social Media:

The speaker will identify themselves as a speaker with FCFL on all professional social media accounts, and in places where appropriate, utilize the @FCFLspeakers account information. When creating posts about speaking, it is best practice to tag @FCFLspeakers in the image and #ForCollegeForLife.

Individual Marketing:

It is important to understand that self-promotion is the best way to remain relevant and maintain momentum. You are responsible for our own success and branding through self-promotion. Self-promotion includes but is not limited to:

- Social media posts on your personal page that identify you as a speaker, discuss your topics, and relate back to your FCFL speaker landing page.
- Representing yourself as a FCFL speaker at conferences, events, and gigs.
- Utilizing your network to engage in meaningful dialogue around the topics of your FCFL keynotes and presentations.
- Emailing and contacting your close network to determine if you can help address their needs/wants for a speaker or education in the upcoming year.
- Attendance at conferences and events.

Conferences:

Familiarity with a speaker and program is the best way to increase booking potential and momentum. Attending a conference and allowing potential clients to see a program first hand is the best way to get them to bring you to campus. For this reason, we expect that you submit conference proposals and attend at least one conference per year. You should submit your FCFL programs and any potential new material as a program proposal.

Annually, FCFL will attend many conferences as a company that are profitable to the company. It takes company money and resources to attend these, and we cannot attend them all. During

these conferences, we utilize conference time to engage with potential and existing clients. At conferences where there are several FCFL team members, a partner will lead a casual get together or meal where you can interact, ask questions, and enjoy time with other team members.

It is your responsibility to bring or send business cards or printed materials to all conferences. FCFL will host an exhibit booth at major student conferences based on our assessment of cost/opportunity. Those include but are not limited to AFLV Central, NGLA, and SGLA.

We understand that you cannot attend each conference, however these are the most valuable times to engage, interact, and learn from other speakers and professionals in the field. We encourage you to look up dates and have conversations with the leadership team on which conferences you plan on attending.

Incentive Program:

The FCFL incentive or “levels” program is an internal program that allows speakers to unlock speaker perks as their number of contracted and paid programs increase. The more contracted and paid programs the speaker completes, the more incentives they will receive from the company. Incentives will begin after the completion of the number of programs required. For example, in order to increase to level 2, a speaker must complete 6 bookings in one calendar year to utilize the perks of that level. After the 6th booking is completed, they can utilize all the perks of that level. In order to collect on the benefits of the of the level, the speaker must communicate their intentions of doing so to the CEO.

ForCollegeForLife Speaker Incentive Program

	Level 1	Level 2	Level 3	Level 4
Number of Engagements	0-5	6-20	21-30	31+
Commission	26%	20%	17%	15%
Standing	Provisional	Good	Good	Good
Headshot/Video Stipend (\$250)	No	Yes	Yes	Yes
Conference Registration (\$500)	No	No	One	Two
Printed Postcard	No	No	Yes	Yes
NSA Membership	No	No	No	Yes

NOTES:

- Incentives are based on number of contracted and paid engagements in a calendar year.
- Level for new contracts will be determined by performance in previous calendar year, beginning in 2020.
- Once a level is achieved, benefits of new level will begin with next engagement and continue for remainder of calendar year AND next calendar year.
- Minimum commission amount remains in effect, regardless of speaker level.
- 20% will be the standard commission rate for all virtual (online) program offerings.

April 1, 2020

CLIENT INTERACTION

You are our business. The magic of what we do happens when you begin to interact with and engage with the client; whether it be at a conference or during your phone call, the client is excited to bring you! It is critical that you make and leave a positive impression possible on our clients and the participants.

Before the Gig

The Pre-Gig Interaction:

No later than 2 weeks before the scheduled program, you should reach out to the client via email to schedule a pre-gig phone call or “Happy Call.” It is important that the client have meaningful interaction with you before you arrive to the program. If you cannot connect via phone, be sure to collect all the information you need via email and confirm all details in the calendar notes.

The Happy Call & Questions to Ask:

After you confirm the best time to connect with the client, a Happy Call should be made in order to cover some important items.

- Get the client excited about the program! Ask general questions to get to know them.
- Ask about “hot topics” that have come up regarding your topic. What do the participants know about the program?
- Is the program mandatory or voluntary?
- Go over your detailed and logistical needs for the program
 - o Confirm program title and details
 - o Confirm start and end time of program
 - o AV needs/what adapters do you need to bring? Will they want to use the organization/campus AV equipment and computer? (if so, be sure all your program materials transfer over successfully).
 - o Confirm they have your introduction
- Collect general information including:
 - o Estimated number in attendance
 - o Attire (dress one step above the participants)
 - o Exact address or location of parking or drop off including meet up time
 - o Name of room or exact location of the venue/type of room in which the program will be hosted.
- Ask for any demographic information or details you need to finalize your program, including attire by attendees. This will ensure you are appropriately dressed.
- Inform them of your detailed travel plans including arrival and departure
- Ask for a hotel recommendation, if needed.
- Finalize any meal plans if they want to take you to dinner before or after your program.
- Ask if they have any questions for you, about the program, or your travel.
- If you have books, are you able to sell them? Be okay if the answer is no.

Program Day

Your Arrival and The Event:

Once you arrive at your destination, text or call the client to notify them that you have arrived. That day, it is vital that every interaction is a positive one. You will feel “on” and need to be and remain positive. It is important that you conduct yourself to the company standards and be as prepared as possible. Here are some tips and suggestions for your arrival and the main event.

- Arrive at the venue at least one hour prior to event start time to ensure your AV equipment is ready and set up before doors open to participants.
- Repeatedly thank your client for welcoming you and bringing you to campus.
- Be clear with the time the program will begin and end, and stick to your timeframe
- Do not be high-maintenance. Bring your own adapters, clicker, water bottle, snack, etc. Do not ask for things that were not in the contract or basic AV needs. If something goes wrong, remember it’s not a big deal. You should know your program well enough that you can deliver it with no visual aids or other items, if required.
- Do not complain to the client. You are not tired. Your flight was perfect. You are not hungry. You are perfect!
- Interact with the participants as much as you can.
- If you need time before the program to prepare or collect yourself, do so in a positive and productive way and space, utilize the restroom if needed.
- Take interest in your clients! Ask them questions about them.
- Start on time! Or when they want you to start.
- If something seems odd, like being asked to do something that you believe to be outside of the standard agreement or not included in your notes, please contact a member of the leadership team ASAP.

Immediately Following and Departure:

After your program is over, you may feel exhausted and be ready to close your laptop and leave. However, the following will help you leave a great impression and depart in a successful way.

- Remind your client that word of mouth is gold! Remind them that they will also get some feedback questions from FCFL.
- Stick around to engage with and answer any questions participants may have.
- Participants may want to take picture with you. Be sure to take some on your phone to post to social media or have them tag you in the post/picture.
- Ensure they were pleased with the program.
- Ask if they have any immediate questions or need anything from you to wrap up.
- Let the know they can share you contact information with student or other colleagues if they ask.
- Collect your items and be sure you have everything.
- Recommend other FCFL speakers.

Post Gig Follow Up

Thank You Cards:

One of the best things you can do after a program is send a hand written thank you note. If you carry them with you, you can even drop it in the local mailbox to ensure it gets delivered quickly. Be sure your card states “If we can ever do anything for you in the future, please let me and FCFL know!” This ensures continued business.

The client’s address will be in the online calendar details of the event. If you cannot find their address, an email is also okay, but should be a second choice.

Collecting Data or Information:

The Leadership Team will reach out directly to the client to ask for anything feedback and will share this feedback or data with you directly. We ask that you receive the feedback, whether positive or constructive, in a reflective manner and utilize what was said to improve your program.

What to do if: A program goes terribly wrong:

As we know this is rare, it can happen and either the client or you are very unhappy with the experience. Sometimes it is beyond your control: terrible weather, conflict with a. big sporting event, or poor planning or lack of promotion of event. If you have done all you can to ensure a relevant and professional program, as promised per our guarantee, we will support you in whatever way we can.

If you, as a speaker, did something out of character and are at fault for something, we will discuss that directly. In cases where our guarantee is challenged, we will refund the client and the speaker will not be paid. Even if you are internally frazzled, always smile and do not show the client you may be upset. If you keep calm, the client will remain calm, too.

If you believe a program has gone wrong, please contact a leadership team member immediately following the event.

SALES & PRICING INFORMATION

Contracting, sales, and pricing is a very real part of our business. We love being able to interact and engage with clients in a meaningful way. However, we are also here to ensure we all succeed. Here is how all that happens.

Sales 101:

The initial start of a contract comes to us through various outlets including word of mouth, website inquiries, social media posts, repeat clients. When an inquiry comes in, the company will work directly with the potential client to determine needs, wants, budget, and topic interest. If anything is out of the ordinary, FCFL will contact the speaker directly to determine if they want to move forward. Closing the sale can happen in a number of ways, but once a contract is initiated, it is rare that it is not confirmed.

Once a contract is requested, we enter the information into your online calendar as tentative (yellow in calendar). The client has a week or two to turn around a signed contract or communicate directly with the sales lead to ask for a contract extension. Once contracts are signed and returned to the company, your calendar will be updated, the gig will be turned green in your online calendar, and a text or call will be made directly to you notifying you that the gig is confirmed.

Once we have a signed contract, you are able to book travel and reach out to the client for your pre-gig call and collect information. A signed contract indicates the gig is final and changes rarely occur to the contracted event.

Travel Expenses and Payments:

FCFL contracts are all inclusive; which means the client only pays once to the company. The client will not pay for the speaker's travel expenses. It is the responsibility of the speaker to pay for their travel in advance. Once the gig is completed and the payment has been processed, the speaker will receive payment from the company. If a client pre-pays for a booking, you will be paid immediately upon completion of the gig. Payments will occur as soon as the gig has been completed and the check has been cleared. Speakers have the choice of a direct deposit or receiving a mailed paper check. Work directly with the CEO to determine payment methods.

Contracts and Cancellations:

If you fail to show up for a contracted event, you will not be paid for the gig and may lose your contract with FCFL. We understand there are unforeseen circumstances that may occur including travel delays, sickness, or other items that may arise. In order to prevent travel issues from occurring, we encourage you to take a flight the night before your program, or take the

first flight out in the morning, allowing yourself plenty of time to get to the city and venue. If a program must be cancelled for any reason and you have already purchased your flight ticket, you will be left with the flight cost.

If you need to cancel a program due to illness or family emergency, you will not be reimbursed for any expenses. After you work with the FCFL Leadership Team, we will do our best to reschedule your program or find another speaker who is able to assist with the event. If the program is lost, you may be responsible for any additional costs associated with your travel.

Try to never miss a contracted program. When planning travel, check many airlines to ensure you have a backup option if needed. Remember to always communicate with the client about sickness, emergency situation, and/or the possibility of you missing a program.

Late Contracts:

The company works diligently to ensure your contracts are received in a timely manner that allows you plenty of time to book flights and travel. The Leadership team will keep you posted if there is a delay in a contract and what travel arrangements should look like. We will ask you if you want to pull a delayed contract if travel becomes too expensive, but you will lose any cost you have procured for travel or payment that you were expecting. We will never cancel a program without consulting you.

Date Changes:

Sometimes a date change will be requested for a signed contract. This isn't ideal and we ask that, if this occurs, you are flexible with the date. If you have already booked your travel, work to reschedule it. If there is a cost associated with changing travel the company will negotiate what they can with the client. Usually, clients are willing to pay reasonable cost when they request the date change. If the speaker requests the date change, it can create a negative experience for the client and should only happen in an emergency.

Pricing:

Each program and speaker has a standard price point for coming to a campus to deliver a program. The minimum we will typically ask and accept for a program is \$2,500.00. Speakers are able to, in collaboration with the leadership team, discuss changing their speaker pricing.

The company asks that the speaker allows us to discuss pricing with a client unless they ask you directly. If you do not feel comfortable discussing money, send the client to Casey and T.J. so they can negotiate a better price for you.

At times, clients will have a set budget and are unable to negotiate. If that is the case, the offer will be presented to the speaker and the speaker will decide on the price point.

DEFINITIONS

AFA: Association of Fraternity and Sorority Advisors, the professional trade association that fraternity and sorority professionals belong to.

AFLV: Association of Fraternity Leadership and Values, the largest Greek undergraduate conference in the country. Has a central and west conference.

ASACC: American Student Association of Community Colleges, The national community college student leadership conference.

Call for Programs: A conference open deadline for the submission of programs that they will use as educational content.

FCFL: ForCollegeForLife in its abbreviated format. Also known as “The Company”

Gig: Your event or presentation you will be giving to an audience.

Happy Call: The call you have with a client prior to a gig

Interfraternity Council (IFC): The umbrella organization on a college campus that represents the oldest male fraternities, led by male student leaders. May also be called the North American Interfraternity Conference (NIC).

Multicultural Greek Council (MGC): the umbrella organization on college campuses to fraternities and sororities of diverse backgrounds, led by student leaders.

National Panhellenic Conference (NPC): Panhellenic Association/council, a group of women on a college campus that is the umbrella organization for sororities and is led by student leaders.

National PanHellenic Conference (NPHC): the umbrella organization for historically black fraternities and sororities on a college campus. There are only 9 nationally recognized groups.

NGLA: Northeast Greek Leadership Association, the Northeast Greek Leadership Conference.

SGLA: Southeast Greek Leadership Association, the Southeast Greek Leadership Conference. Formally SEIFC (Southeast Interfraternity Conference).

Virtual Program: An engagement delivered totally online via interactive platforms such as Zoom.

Year: Our year runs on a calendar year. Many times, we may refer to the year as an academic year when booking you, since many of our clients are coming from colleges and universities. If you need clarification, please ask.

*For More information of “Greek Speak” and definitions, please schedule a conversation with a partner.

CONFERENCE SUBMISSION TIPS

When submitting a program proposal to a conference, ensure you know the what, where, and why to that conference. You should be submitting proposals and attending at least 1 conference per calendar year.

What:

What conference are you submitting to? Does your material match what the conference is about and the conference focus? What is the stated mission of the call for programs? What program are you submitting? This is a great place to test out potential new material and new programs.

Where:

Where is the conference? When is the conference? Are you able to travel and stay for multiple days? As an agency, we often have conferences that we attend as a group. If that is the case, we may book a larger Airbnb or hotel for you to share a house or room with others. Always check with the FCFL team to see who may be going to what conference.

Why:

Does your program add value to the conference? Many conferences have their own values and/or program expectations. Before submitting your program, be sure you are able to identify how your program will add value to the conference attendees; then add that information into the submission.

Other Tips:

Many conferences will ask that you provide the following information:

- Agency name and contact information
- Headshot
- Video of you speaking with a description
- Program title and shortened description for a program booklet
- Explanation of why your program will benefit their attendees and with what values does the program align.
- How many people you have presented to annually (only for keynote sessions)

Have these items prepared and ready for each program by creating a document with this information and reuse it as needed.

Watch for typos and utilize language that works for the conference in which you are submitting. There is a difference between keynote, featured speaker, and breakout sessions. Ask questions about and do research on the difference.

If you are accepted, be sure to send an “accept” email back to the contact person reaching out to you about the program. Ask the company any questions you may have. If more than one program gets accepted, be sure your programs do not overlap before accepting.