



FAQs

Hi, I'm Stef, Debra's Operations Manager. Below are the questions I tend to get asked the most about booking Debra for a speaking engagement. If you have a different question please don't hesitate to give me a call on +44 (0) 7925 432 397 or email stef@debrasearle.com.

1. What is the process for booking Debra for my event?
2. How will Debra work with us to tailor her presentation?
3. Does Debra use PowerPoint? What equipment does she need?
4. Can you provide a bio for our conference manual and some ideas about how to introduce Debra?
5. Do you have any supporting material you can provide for our delegates?
6. What is the payment process?
7. Do we still have to pay if our event gets cancelled or the date changes?
8. How long should we allow for Debra's speech?
9. We are a charity / school and therefore have a limited budget / no budget. Is it still possible to book Debra for our event?
10. Our speaker has dropped out at the last moment. Could Debra help us out at short notice?

1. What is the process for booking Debra for my event?

Give me a call on +44 (0) 7925 432 397, use our booking form on the main menu, or send me an email to check if Debra is available on the date of your event and to discuss your requirements. During the call I will be able to give you a quote depending on your requirements (keynote speech, training day or event hosting/MC) and geographical location (UK, Europe or the rest of the world).

I will then put a pencil booking in Debra's diary. There is no obligation to book Debra as your speaker but it ensures that if we get two enquiries for the same date we can be certain to offer you the option first. If you would like to proceed with the booking I will draw up a Speaking Agreement (like a contract) and email this to you to sign and return by post or electronically.

Please note that if you have worked with Debra previously and were introduced to her through a speaking agency the above is not applicable as we would kindly ask that you go back through the agency for any repeat bookings.

2. How will Debra work with us to tailor her presentation?

In the month before your event I will email you a link to an online [Pre-Event Questionnaire](#) to complete. This provides Debra with useful information about

your event, the delegates, your company and what you hope to achieve by including Debra in your programme.

Following this, Debra will do her own research on your company and the industry sector you work within. We will then arrange a briefing call so the finer details can be thrashed out until everyone feels confident that the right key messages will be included. This call normally takes place two weeks before your event.

3. Does Debra use PowerPoint? What equipment does she need?

Debra has a variety of audio-visual material she likes to use to illustrate her speech. A PowerPoint presentation with embedded movie files will be specifically prepared for your event following the briefing call. We can incorporate your logo/conference PowerPoint theme if applicable. We are happy to work directly with your AV company/conference venue if you would prefer or Debra can run the presentation from her own laptop. All audiovisual material can be provided in advance.

4. Can you provide a biog for our conference manual and some ideas about how to introduce Debra?

We will be happy to provide you with a suitable biog and photo of Debra for your delegate information pack. We will also provide you with some suggested introductions for Debra that the MC/host can use on the day. Photos and introduction ideas are also available to be download from our [Event Kit](#). Please note that Debra is not precious about how she is introduced - the suggested introductions are simply provided to save you time!

5. Do you have any supporting material you can provide for our delegates?

Debra has designed a number of work cards that Delegates can use to apply Debra's messages to their own situation. Please give me a call if you would like a sample. Some clients also choose to purchase '[The Journey: How to achieve against the odds](#)' as a delegate gift. Debra wrote this lovely coffee table style book with her speaking delegates in mind, to reinforce the messages she delivers in her speech. Again, please call or email for a sample. Discounted rates are available for bulk purchases. Debra will be very happy to sign all of them.

6. What is the payment process?

We will send you an invoice 30 days before the date of your event or after receipt of the signed agreement if you are booking within 30 days of your event. This will include the agreed fee plus VAT at 20% (if applicable) and business travel expenses. Payment is due by the date of your event, preferably

by BACS/electronic transfer to Shoal Projects Ltd - bank details will be provided on your invoice.

7. Do we still have to pay if our event gets cancelled or the date changes?

Cancellation fees are payable subject to the proximity of your event:

- 1-30 days prior to the event: Full fee as detailed in the agreement
- 31-90 days prior to the event: 50% of fee as detailed in this agreement
- More than 91 days before the event: 25% of fee as detailed in this agreement

VAT is not applicable to cancellation fees.

If you have to cancel the original date but are able to re-schedule your event within four months of the original date no cancellation fees will be incurred.

8. How long should we allow for Debra's speech?

The optimum length of time for Debra to speak is one hour, which can include a time of Q&A if that would suit your event but doesn't have to! Debra can do a shorter version of her speech for 20 minutes or include workshop elements for a longer session.

9. We are a charity / school and therefore have a limited budget. Is it still possible to book Debra for our event?

Yes, Debra does offer reduced rates to not-for-profits. However, we do try to fit them around other paid work and family commitments so we cannot guarantee that she will be available on the date of your event. We also get more requests each year than we can fit into the diary so some months it is necessary for us to say no (as much as it pains us to do so!).

10. Our speaker has dropped out at the last moment. Could Debra help us out at short notice?

Yes. If Debra is not away on an expedition or with other work commitments then she can often help at very short notice, sometimes even if you call us on the morning of your event. She lives in Plymouth but is often on the road anyway so providing she can get to you in time she'd be delighted to help you out of a sticky situation.