

Dr. Hal Urban

Redwood City Business License
#24520

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Tax Identification
553-42-8398

SPEAKING AGREEMENT Terms and Conditions

Everything is relative: I read recently about an author who receives many speaking invitations. He gets \$40,000 per talk, must fly first or business class, requires a limo, and must stay in a 4-star hotel. I'm an author who gets many invitations, but the article wasn't about me. In light of that, I hope my fee seems reasonable.

Speaking fee: My fee is \$3,000 per day, plus expenses. It is determined by the "going rate" among the character education speakers who are most in demand. It is a median fee – lower than many, higher than a few. I don't charge for travel days as some do – only for the days on which I speak. I'll be happy to supply you with the names and phone numbers of people for whom I've spoken recently. I charge by the day, not by the hour. A one-hour keynote is the same as an all-day workshop followed by an evening presentation. The more you use me, the more bang you get for your buck. However, there is a limit of five (5) presentations in one day. My fee is \$4,000 for a two-day presentation, and \$5,000 for three days.

Two promises: 1) My presentations will be lively and entertaining with a lot of humor. No one will fall asleep, correct papers, or read the sports page, 2) There will also be substance. I use handouts and I'll leave you with many practical and do-able ideas. Teachers, schools, and districts can put them to use immediately. They'll be based on 36 years of experience in the classroom – all of them positive.

Audiences: About 80% of my presentations are made to teachers at all grade levels from K-12 and college. These presentations range from 1-hour to 2-day workshops. I also speak to students at grade levels 4 through 12, as well as to college audiences. I also speak to parents and community members in the evening before or after I speak with the teachers and students.

Lodging: I can make these arrangements online. I have found the Hampton Inn to be among the best places to stay – economical, consistently clean and well run, along with a good breakfast and free internet connection. I'll be happy to stay somewhere else if it is more convenient for you. You can have the hotel bill you directly or put it on my credit card for reimbursement later. I'm always happy to stay in a home if you want to save your school or district money on lodging. Thus far, all of my experiences have been positive – nice people, friendly dogs, clean homes, good cooking.

Rental car: If I need one, I'll rent a mid-size car (not a Mercedes SUV) from Budget and use my discount coupons. It ranges from \$60-\$80 per day, depending on the city and time of year. Most of my gas bills are low. I'll be happy to save you money by driving a district car or by having you provide transportation.

Other expenses: Meals while on the road – I promise to eat cheaply. Airport parking – I use discount coupons at a park-and-fly place near San Francisco Airport. It comes out to about \$15 per day.

Books: If your budget allows, you might want to consider purchasing a copy of one of my books - *Lessons from the Classroom* or *20 Gifts of Life* for each of your staff members. Many schools and districts have done this because the books contain practical ideas and are popular with teachers. I can give you a discount based on how many you purchase.

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Airfare: This is often the trickiest part of the equation. I've been charged as little as \$225 for a round trip airline ticket, and as much as \$2800. It all depends on where I'm going, when I'm going, and how long I'm staying. All the airlines have strange formulas for pricing.

Because I now travel more than 100,000 miles per year, I've found that it makes the most sense to stay with one airline. In my case it's United. They go to the most cities, treat their frequent flyers well, and almost always give me the bulkhead or exit row aisle seat. This is important because I'm 6 foot, 5 inches tall. I will obtain the least expensive ticket offered by United and charge it to my credit card.

My airfare is the only part of my total charges that I request right away. Once I buy the ticket and send you a copy of the bill, I would like to be reimbursed as soon as possible. There is a simple reason for this, and every speaker understands. My credit card statement has gotten as high as \$9600 in one month because I plan so many trips. I do not have the cash flow to pay out that much money at one time, and then wait for 2-3 months to be reimbursed. Your prompt repayment is important. I am saving your school/district a lot of money by getting the ticket early. You have everything to win and nothing to lose. If for any reason I am unable to fulfill my obligation to you, I will refund the airfare in full.

Payment schedule: I would like to be paid in the following manner –.

1. Airfare – reimbursed as soon as possible after receiving a copy of the itinerary and the bill.
2. Speaking fee & travel expenses – I will send you an invoice for the speaking fee and travel expenses (along with receipts) the day after I get home. Payment within 30 days will be appreciated.

Contractual obligations: Unfortunately, a number of people have booked a date with me and then changed their minds later. This causes me to lose the speaking engagements I turned down due to honoring my original commitment. Accordingly, I must now insist that the following be part of our agreement:

If you tell me that you have the financial resources and want me to reserve a particular date on my calendar, I will do so and consider it a "done deal." Once I have acted on your promise, we have entered into a contract, whether by verbal or written agreement. If I block out that date for you, turn other people down, and then you back out, you will be obligated to pay my speaking fee plus any expenses incurred.

Please fill in and sign below. Make a copy of pages 1-4 and retain for your records. Mail pages 2-3 to me.

Organization/institution: _____

Date(s) being reserved: _____

Person representing the organization/institution: _____ (please print)

I hereby agree to the terms and conditions as explained in this speaking agreement.

signature

date

Hal Urban, 790 Barbour Drive, Redwood City, CA 94062-3014
Phone: 650/366-2882 Email: halurban@halurban.com

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Contact person and schedule

Please fill out the following and mail it to me as soon as possible.

Name of organization/institution: _____

Address: _____

City: _____ State: _____ Zip code: _____

Main contact person: _____ Title/position:

Work phone: _____ Ext. _____ Fax: _____

Cell phone: _____ Home phone: _____
(used only in an emergency)

Email address: _____

Name of another person I can contact if in urgent need: _____

Work phone: _____ Ext. _____ Home phone: _____

Speaking Schedule

Date(s) of presentation: _____

For each presentation I am making, please provide me with the following information:

- 1) Place of presentation
- 2) Start and end time
- 3) Description of audience (example: students in grades 6-8; high school faculty; parents, etc.)
- 4) Approximate number of people in each audience

Please type this information on a separate sheet if it is more convenient. I will need this scheduling information at least one month before the presentations.

How would you prefer me to be dressed? Coat and tie Business casual

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Some things to consider regarding speakers and their audiences

Venue

Worst possible places to make presentations – gymnasiums and cafeterias. They're uncomfortable, often noisy, have poor acoustics, usually do not have air conditioning, and have too much empty/dead space.

Best place – an auditorium with comfortable seats. Rear seats should be roped off so the audience can fill in the front area. The closer the audience is to the speaker, the better the connection.

Time

Worst possible time to speak with teachers – after they have taught all day. They're exhausted and often resent having to go to an after-school presentation. I don't blame them.

Best time – in the morning (or morning and afternoon) of a non-student, staff development day. Teachers are more relaxed, more alert, and dressed casually and comfortably.

Audio-Visual Needs

Teachers – A cordless lapel mike is by far the best, but I'll work with what you have. I'll need an LCD projector and a screen for all of my presentations. I'll attach my laptop to it. I also use handouts. I'll send you the master copies for duplication prior to my visit.

Additional things to consider

Talking to entire student bodies at one time is usually not effective. Smaller groups of students are preferable. Three groups of 100 are better than one group of 300. I'll work according to your time constraints.

It's best when teachers sit with their classes.

You'll get the most for your money when I do a workshop with teachers for 3 or more hours. It's very difficult to make an effective presentation in an hour or an hour and a half.