



Expert Speaker Memorandum of Understanding - Terms & Conditions

Congratulations! You have been invited to speak as an Expert at our upcoming Family Matters MEGA Summit.

Please read this document carefully! It contains your responsibilities as an expert speaker (aka: expert) and our responsibilities as the host and organizer. You will see a checklist at the end. It is your responsibility to get these items uploaded to our platform or to admin@rolemodelmaker.com as appropriate.

Summit Title: Family Matters MEGA Summit

By confirming your attendance as an expert, you agree to comply with all your responsibilities in this document. If you do not agree with any of the terms in this document, please let us know as soon as possible. Under that circumstance, we will need to invite another expert.

What is the Family Matters MEGA Summit? This is a one-day event, delivered to an audience online. You can present as an expert from anywhere in the world as long as you have excellent internet connectivity and a professional environment from which you can efficiently webcast. There will be multiple tracks during the day, with multiple experts whom will share knowledge about the many facets of family life with our attendees. Each presentation is a pre-set amount of time which includes your talk, audience Q&A, and presentation of your gift.

As a guest expert, you play a critically important role in shaping this amazing event! You will have responsibilities pre-event, during the event, and post-event.

The most important thing to remember about our Family Matters MEGA Summit is that all our experts put their joint marketing efforts and knowledge into making this event beneficial to everyone in attendance.

What do I need to do beforehand? After registering to be an expert speaker for the event, you need to fill out your [speaker registration form](#) as soon as possible. Subsequently, our team will be reaching out to you via email to confirm details pertaining to your talk, gift, and the time of your presentation. You are responsible for prompt response to the onboarding process. There will be a speaker prep call for all experts to give final details, make adjustments, and get promotional materials 10 days prior to the event. You will be



responsible for marketing with at least three (3) emails to your list as well as posting on social media channels. We will provide you with 3 to 5 invitation email samples (swipe copy), for you to send out to your mailing list ten days prior to the event. You will be able to modify the copy to match the look and feel that your mailing list expects. **It is important that all experts promote the event!**

If an expert fails to promote the event, they may be removed from the event.

Is there a deposit for this event? While most events have a minimum list size, and a security deposit requirement, Family Matters MEGA Summit does not have such requirements. We ask all of our experts to help make this LIVE event a huge success by doing their part, promoting, and getting the word out. We still keep track of traffic generated by each speaker. This helps us consider and promote our partners for future collaboration and joint venture opportunities.

Here are the details you need to know on the summit day:

1. Have a minimum of 20 people registered via your affiliate link.
2. Provide working affiliate links for any gift or site you plan to share in your speaker information form, talk, or give away for approval.
3. During the live event you may not share your screen, have links in your background or provide contact information, or email addresses without prior written permission from the Health Wealth & Wisdom Super Summit. This is a No PowerPoint event. You may not share a PowerPoint, Prezi, presentation, or slides of any kind.
4. Arrive at the live event fully prepared for your talk, with good internet, audio, and video quality, and no later than 5 minutes prior to your scheduled time.

What is the format of your talk as a guest expert? Our MEGA Summit is interview-style in presentation. Our Hosts are very experienced as interviewers and often go off-script to engage the audience. Their primary goal is to make you look as good as possible as an expert.

The "Speakers Guidelines" document includes all the details of the presentation format, and how to prepare.

What can you offer at the end of your talk, as an expert? We highly encourage you to use this opportunity to take on new clients! This should be a powerful business-building opportunity for you. You are being positioned as an expert and will be in a prime position to make an invitation for attendees to join your list by downloading your free gift via your affiliate link. Your invitation - as well as any links or contact information - must be approved



by Family Matters in writing beforehand.

You may do one of the following:

1. If you are interested in inviting people to a complimentary one-on-one session, please let our staff know. You will need to create a form for attendees to fill out to connect with you. This can be very effective, depending on your positioning. **This will be an affiliate link that tracks results and responses back to Family Matters.**
2. Invite people to check out your book, audiobook, or another item available for purchase on Amazon.
3. Invite people to subscribe to your Podcast or YouTube channel.
4. Invite people to join the top-tier of your funnel by offering them a free gift. Once they have joined, you can offer them your opportunity down the road. This is great for building a mailing list! **This must be an affiliate link that tracks results and responses back to Family Matters.**
5. You may also choose not to offer anything. This is primarily used by retired Experts, or an Expert no longer active in their industry.

***Note: Experts and affiliates will not get any affiliate fee on the backroom sales of other experts. Experts will not get paid for their presentation or preparation time.**

What are your responsibilities as the guest expert?

1. **During & Post Event Gift Giveaway:** All attendees will receive access to a gift giveaway. Each expert will be asked to contribute. This should have an opt-in and serve as a list builder for you. It is not required but it is strongly encouraged as a value to you and a way to gather leads for your business. **This must be an affiliate link that tracks results and responses back to Family Matters.**
2. **Promotion:** Each expert MUST send a minimum of three marketing emails to your main mailing list to promote the event. We will provide you with the text and your affiliate link and will be measuring your link's activity. We also ask that you use social media to promote and ask you to tag our event on Facebook so we can track that activity. The highest performing affiliates will be recognized on our Leaderboard, be offered bonuses and awards, and receive other special recognition and exposure opportunities.
3. **Connectivity:** Make sure that on the day of the event, you have access to a very reliable internet connection and a good computer with a proper sound system (camera, microphone, and speaker) that has been tested.



4. **Be Timely:** Be present for your talk 5-10 minutes early, deliver your presentation on time, and within the time frame. *If you are late, or no show to your live event, you will forfeit your deposit.*
5. **Audience Interaction:** During the event, we ask that you interact and engage with our audience members by asking questions and inviting them to use the chat box. This will give you extra engagement and allow you to pick up additional connections and build relationships.
6. **Post Event:** Follow up with leads and make sales (if applicable). Deliver 100% of your promises. Dissatisfied clients reflect poorly on both your organization and ours.
7. **Affiliate Fees:** Accurately track affiliate sales for six months post-event and pay the affiliate fee on sales to Health Wealth & Wisdom on time (approximately 15 days after your guarantee period is complete.)
8. **Refund Policy:** We treat our experts as professionals, fully capable, aware, and in charge of their decisions and commitments when they register. However, in case you need to back out, for registration cancellations, you may request a refund so long as it is done via email to admin@rolemodelmaker.com within 7 days of signing up and more than 2 weeks prior to the event. A processing fee of \$25 will be applied to issue the refund. No refund shall be issued if the request does not fit the above criteria.

What are our responsibilities as an organizer?

1. **Event and Support Materials:** Creating the event and all its marketing materials including landing pages, sales pages, swipe copy, templates, etc. Recruiting experts and promotional partners.
2. **Technology:** Provide the webinar software and organize the webinar for you to present. Making VIP ticket sales, organizing, and managing the technology and experience for the attendees.
3. **Marketing Oversight:** Overseeing the marketing of the event through experts and other affiliates.
4. **Value:** Creating a valuable and positive experience for the audience members by choosing experts, excellent technology, and valuable content.
5. **Affiliate Fees:** Pay out affiliate fees (50%) on VIP ticket sales through you no later than 15 days after the money-back guarantee period has ended.



By attending this Summit as an expert, you:

1. Agree to us using your name, photo, logos, and other material, that you provide, for promoting the event.
2. Agree that the recording of your presentation can be used for commercial and noncommercial purposes by Appreciable Designs LLC, Role Model Maker, and/or Family Matters and assigns, and that it may be transcribed to be used on social media, podcasts, blogs, books, and any other format that we see fit.
3. Agree that while the content of your talk is your intellectual property, the recording of your talk is our product. Replication, editing, and independent posting of our product, although not permitted, can be discussed upon request.

What do we need from you?

1. **If you agree with everything above** and are willing to fully participate in this event as an expert, please provide us with the following as soon as possible:
2. Administration fee paid through this link:
<https://rolemodelmaker.thrivecart.com/family-matters-speaker-invite/>
3. All the information below via the above link.
 - a. Your professional headshot
 - b. Your bio
 - c. Your talk title
 - d. Your talk description
 - e. Title and Artwork for your downloadable/lead magnet/freebie/gift
 - f. By registering & paying to be part of our event, you acknowledge our terms and conditions
4. Review the guidelines below.



SUMMIT SPEAKER GUIDELINES

We are so excited you are going to be at our MEGA Summit! You have been recognized as an expert in your field! We are looking forward to hearing your presentation and learning more from you. At this summit, we have a wide variety of presenters! We will have presenters who have never done a Summit before, as well as those who are experts at Summits. Don't worry! Our job is to make you look amazing and highlight your expertise for our audience!

This Guideline is designed to help you through some of the technical and logistical pieces of a Super Summit. Please read through it carefully to make sure you are as comfortable as possible.

Your Technology Requirements for the Summit

Internet connection:

At the highest priority level, you must have a very good internet connection! This can be tested by going to <http://www.speedtest.net/> Click on "Begin Test" which appears on the laptop graphic in the middle of the page. There are a lot of other buttons. Disregard all of them! Ideally, you are looking for a download speed of at least 25 mb and upload of at least 5.5 mb+. Please make sure your internet connection is at this level or higher. If it's not, our Web Summit Host will appear clear in your webinar, but you may not. Our goal is for you to look as good as possible, so this is key.

Zoom:

If you haven't ever used Zoom, either at all or successfully, you may want to do a few test calls before our meeting. Key items to practice mute and unmute, turning the video on and off, sharing and unsharing the screen and using the chat.

Your web camera:

Our interviews will be on camera, so you will need a good quality webcam, and preferably a high quality one. The Logitech C920 is the one our staff uses. It is a very reasonable option and can be picked up on Amazon: <https://amzn.to/2WfM9M8>

Be camera ready:

Please be "Camera Ready" for all our calls, hair, outfits, and make-up. Solid, bright colors work well on a camera.



The Rehearsal Call:

The week before the summit we will hold a speaker prep call. This will be on Zoom and recorded. Please be camera ready. This will give our Web Summit Host a chance to get familiar with the material you will be presenting so she can support you during the live call. We will test your connection, hardware, and software on this call, so please use the same internet connection, hardware, and software you plan to use on the day of the Summit. Also, during this call, we will finalize your gifts or downloadable that you may provide to guests if you so choose.

The Day of the Web Summit:

Right before the presentation:

The login for the webinar will be sent to you from our technology provider, via email. You will log into the webinar between 5-10 minutes prior to the start of your call.

Please do not login early - you may disrupt another webinar in the process. Also, please do not log in late, you may lose your opportunity to present live. If you are not in the room on time, we will play your recording. You and our Web Summit Host will have a few minutes in a "green room" where participants will not be able to see you for a few minutes before you go live. At the time of the webinar, our Summit Host will start the webinar, and introduce you.

During the presentation:

The webinar is a hard-stop at 25 minutes including the intro, your presentation or interview, and Q&A. We recommend 18-20 minutes of content. You can offer a freebie to attendees; a downloadable, gift, etc. There is no "hard core pitching" allowed. All presentations will be interviewing style. You are welcome to provide questions for our Web Summit Host to reference. During your live presentation, the Summit Host will monitor the chat and coordinate any questions. You do not need to (and should not) get distracted by the chat at all. Summit Host will support you and collaborate with you. We strongly encourage audience participation during the event.

We are excited to have you as a speaker. You have been selected because of the value you offer to our audience. We look forward to having you speak as an expert on this exciting event!

If you have any questions, please email: admin@rolemodelmaker.com