

## Expert Speaker Memorandum of Understanding - Terms & Conditions

Congratulations!! You have been invited to speak as an Expert on our upcoming Entrepreneur's Health Summit on September 23-24, 2021.

**Please read this document carefully! It contains your responsibilities as an expert speaker (aka: expert) and our responsibilities as the host and organizer.**



# ENTREPRENEUR'S Health Summit

Sept. 23-24, 2021

**Summit Title: Entrepreneur's Health Summit - September 23-24, 2021**  
**Summit Host: Andrea Hayley-Sankaran and Good Gut Ayurveda**

By confirming your attendance as an expert, you agree to comply with all of 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.

Please email [andrea@goodgutayurveda.com](mailto:andrea@goodgutayurveda.com) with any questions, suggestions, or concerns about this document, or the event itself.

### **What is Entrepreneur's Health Summit?**

This is a multi-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 where you can efficiently web-cast. There will be multiple experts on each day, each of whom will share knowledge about health with our attendees. The format will be interview style. The interview will be loosely based on the talking points you provide, so you will be able to prepare. Each conversation is a pre-set amount of time. You will have between 35-40 minutes for conversation, to answer any questions from the audience, as well as a few minutes to promote your free gift, which attendees will be able to download.

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 Entrepreneur's Health Summit is that all of our experts put their joint marketing efforts and knowledge into making this event beneficial to everyone in attendance.**

### **How do tickets work?**

Everyone can watch the event live, at no cost. We will make this simple. There will be one zoom link for the entire LIVE event. Also, the audience will have the option to upgrade to a VIP membership. The membership is \$47 for full access to the recordings of the talks and thousands of dollars' worth of online training by guest speakers.

### **What is the technology behind the webinar events?**

All events are based on Zoom. There will be one link for the entire event, so it will be very easy for attendees to join.

### **How do we market this event?**

We, together with our speakers, will market this event through our **main mailing list** and our social media channels. We will provide you with 3 to 5 invitation email samples, to be sent out to your mailing list one week prior to the event. You are encouraged to modify the copy to match your mailing list. It is important that all speakers promote the event! We will provide you with a trackable link to help you measure the results.

We will also heavily promote the event to our mailing list, and the mailing list of our promotional partners and fans

### **What do I need to do beforehand?**

- You will need to enter your details on the jot form and E-sign it.
  - You will be responsible for marketing with at least three (3) emails to your list, as well as posting on social media channels at least 2x.
- \* It is important that all experts promote the event! If an expert fails to promote the event, they may be removed from the event.

### **What is the deposit for?**

In order to make this LIVE event as huge a success as possible, we require a \$100 deposit from each expert for this event. The deposit will be refunded, less a \$25 admin fee, after the event, as long as you meet the following:

- A) Have a minimum of 20 people registered via your affiliate link.
- B) Provide working affiliate links for any products you plan to sell or give-away for approval. (If possible)
- C) During the live event you may not share your screen, provide any links, contact information, or email addresses without prior written permission.
- D) Arrive at the live event fully prepared for your talk on time no later than 5 minutes prior to your scheduled time.

### **Speaker's Commitments**

- A) Please maintain excellent communication as we plan, promote, and deliver on the event. If you have questions, or something comes up, please inform us as soon as possible.
- B) We will expect a minimum of 20 people registered via your affiliate link. This may require a minimum list size of 1,000, depending on how active your members are.
- C) Do your best to provide working affiliate links for your Free Gift and VIP offer (if applicable).
- D) During the live event, you may not share your screen, or provide any links, contact information, or email addresses without prior written permission from the Entrepreneur's Health Summit. This is a No Powerpoint event.
- E) Arrive at the live event fully prepared for your interview on time, no later than 5 minutes prior to your scheduled time.

### **What is the format of your interview as a guest expert?**

All of our talks are interview-style. 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 below 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 Entrepreneur's Health Summit in writing beforehand.

### **You may do ONE of the following.**

1. 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!
2. If you are interested in inviting people to a complimentary one-on-one session, please let our staff know. You can share your booking link during the event. This can be very effective, depending on your positioning.
3. Invite people to check out your book, audiobook, or another item available for purchase on Amazon or another location online.
4. Invite people to subscribe to your Podcast or YouTube channel.
5. You may also choose not to offer anything. This is primarily used by retired experts, or by experts no longer active in their industry.

\*Note: Experts and affiliates will not get any affiliate fee on the backroom sales (second tier) 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 approximately 1 month after the summit. Each expert is encouraged to contribute, and there is no mailing required on your part. Your gift 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 to reach all attendees of the summit, and as a way to gather leads for your business
- 2. Provide us with an online training:** (PDF, Video, Audio, etc.) without opt-in to give to VIP members as a bonus. This can be anything worth from \$47 to \$2,000. Make sure this is something that is not going to take you, or any of your team members, time to deliver. This is optional, but recommended.
- 3. 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 SWIPE copy 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 **#EntrepreneursHealthSummit** so we can track that activity. The highest performing affiliates will be recognized on our Leaderboard, and may receive other special recognition and exposure opportunities.
- 4. Connectivity:** Make absolutely 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.
- 5. Be Timely:** Be present for your talk 5-10 minutes early. *If you are late, or no show to your live event, it will disrupt the event, and hurt your reputation.*
- 6. Post Event:** Follow up with your new leads and making sales (if applicable). Deliver on 100% of your promises. Dissatisfied clients reflect poorly on both your organization and ours.
- 7. Affiliate Fees:** Accurately track affiliate sales from the event, and pay the affiliate fee on sales to Entrepreneur's Health Summit on time (approximately 15 days after your guarantee period is complete.)

### What are our responsibilities as an organizer?

1. Creating the event, and all of its marketing materials, including landing pages, sales pages, swipe copy, templates, etc.
2. Recruiting experts and promotional partners.
3. Providing the webinar software, and organizing the webinar for you to present. Making VIP ticket sales, organizing, and managing the technology and experience for the attendees.
4. Overseeing the marketing of the event through experts and other affiliates.
5. Creating a valuable and positive experience for the audience members by choosing experts, excellent technology, and valuable content.
6. All speakers will promote the event, and from the people who sign up for the event, a certain number will upgrade to VIP membership for \$47. You will receive 50% of each upgrade as a result of your referral. This is traceable by our affiliate tracking software,

which you can use to monitor your activities and earnings in real time. We will pay out affiliate fees (50%) on VIP ticket sales no later than 15 days after the money-back guarantee period.

**By attending this Web Summit as an expert you also:**

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 non-commercial purposes by Good Gut Ayurveda and Entrepreneur's Health Summit, and that it may be transcribed to be used on social media, podcasts, blogs, books, and any other format that we see fit.

**What do we need from you?**

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:

1. Complete the "Speaker Information & Agreement" form using the link below if you haven't already/

<https://form.jotform.com/211957217633155>

2. Schedule a Speaker Interview with Andrea using the calendar link below:

<https://andrea-hayley-sankaran.as.me/Speaker>

3. Review the "Web Summit Speaker Guidelines" below.

## **WEB SUMMIT SPEAKER GUIDELINES**

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

These Guidelines are designed to help you through some of the technical and logistical pieces of a web 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 25mb 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 include mute and unmute, turning the video on and off, 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 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 camera.

**The Rehearsal Call (for New Speakers):**

A week to 10-days prior to the LIVE summit we will hold a couple of rehearsal zoom calls for new speakers, or speakers that we are less familiar with. If you feel that you would like to have a rehearsal call, please inform us. 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 and/or any other links in needed.

**The Day Of the Web Summit:**

**Right before the presentation:**

The Zoom login will be sent to you via email. Please log into the webinar between 5-10 minutes prior to the start of your call. There will be a break between speakers which will be visible to LIVE participants, but not on the recordings.

Once we’re ready to start your webinar, our Web Summit Host will start the webinar, and introduce you.

**During the presentation:**

The interview has a hard-stop at 40 minutes, including the intro, your interview, any Q&A from the audience, and introducing your free gift. All presentations will be interview style. You are invited to provide questions or talking points for our Web Summit Host to reference. During your interview, you do not need to (and should not) get distracted by the chat. The Web Summit Host will support you, and invite you to answer questions. 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: [andrea@goodgutayurveda.com](mailto:andrea@goodgutayurveda.com)