



How We Work With You

1. We are prompt, friendly and professional - we get back to you fast.
2. I and a member of my team will work with you prior to the event, to understand what success looks like for you and to make sure you get the most out of the session and your investment.
3. We will promote your event on our social media channels.
4. Erica will deliver a creative, engaging and professionally prepared presentation focused on achieving the outcomes you want with your audience.
5. A custom made resource page, exclusively created for your attendees. It will include the slides I used in the presentation, along with links to books, blogs and any other free resources I believe will be of value to them.
6. A quick follow-up communication after the event with someone on my team, to make sure I met your expectations.



Details for getting the most out of your speech from Erica Sosna

Over the last twelve years, I've given around 100 presentations to groups as small as six and as large as 2000. During that time, we have discovered what works well. To help you get the most out of your presentation, we have compiled this short rider.

1. Erica uses a MacBook Pro laptop running Microsoft Powerpoint software. She has her own computer, 'clicker' and VGA adapter which she will bring with her, so a standard VGA cable works just fine.
2. No sound out required. AC power should be within six feet of the computer.
3. Erica needs a wireless lavalier microphone. To be specific, a clip-on tie microphone, not an earpiece, with a belt pack. This is only necessary for groups larger than 25 people.
4. For any group more than 25 people, she needs a microphone. Please be sure that you've tested it on all areas of the stage for volume and for feedback.
5. Erica will need a projector and a screen behind her, so she can share her slides. If these are not available, Erica can work without the slides, but would be grateful for the notice!
6. The more space to roam, the happier Erica is – we prefer a lectern free environment!
7. Tech checks are welcome! Erica will always be at your event at least 40 minutes before going live and welcomes the opportunity to make checks on audio, visuals and spending time in the space.
8. Erica loves to answer questions. For conferences this works best either as part of a panel, or submitted in advance through a moderator. This helps you keep t time. Additionally, Erica can be available to answer questions after the presentation if a separate space is allocated for this e.g. over lunch.
9. A good way to handle this is to schedule a break right after Erica's talk or presentation – so it is easy for enthused participants to connect with her without disrupting your schedule.
10. Bookings may require an overnight stay- we welcome your recommendations. Scheduling and location will be handled by Erica's team and expenses charged at cost.
11. Whenever possible, make the room at the event too small, not too big. This is often overlooked and it makes a huge difference. It's also a good idea to dispense with round tables and pack people in together—at least for the speech itself.
12. Recording the talk is something that must be previously agreed with Erica's team. We will normally happily work with you to capture the talk, but distribution must be previously agreed.
13. If you'd like to interact with Erica directly before the event, you can drop her a direct email at me@ericasosna.com
14. Suggested intro: Erica Sosna is a speaker, author and thought leader in the filed of careers in the 21st century. Erica is the author of Your Life Plan which is published worldwide by Wiley and has been translated into Arabic.
15. Erica work focuses on helping people of all ages discover career fulfilment and put into action a plan to make it happen.
16. In addition to writing and speaking, Erica publishes a popular blog, offers video interviews and runs interactive online education for career shifters all around the world. She is a popular TEDX speaker and often gives her time to mentor and inspire young people about their career aspirations.