



# Barks Communications

## Ed Barks Lecture Fee Catalogue

The following fees apply to programs featuring Ed Barks.

Special note: Given current economic challenges, Ed has activated his **Economic CARE (Conference Attendance Rescue Engine)** program for full-fee paying clients. This effort was launched to aid corporations and associations that rely on his speaking expertise to educate their employees and members.



**Special Economic CARE benefit:** Domestic fees include all travel expenses with the exception of sleeping room charges, which are to be billed directly to your master account.

Keynote, continental United States (up to one hour): \$6500

- Add an executive consultation with one or more members of your senior leadership team on the same day (up to one hour): \$2500
- Add one breakout session or mini-seminar of up to one hour on the same day (such as managers' or supervisors' meetings, spouse events, sales team conferences): \$3000

Keynote, outside the continental United States: \$8500

Panel participation: \$3000

Panel chair/moderator: \$4000

Emcee: \$5000

Breakout session (up to two hours): \$5500

You may add any one of the services below at no additional cost when you hire Ed for one or more of the above:

- Conduct mini-training program for your in house presenters
- Provide post-presentation feedback about your organization's speakers
- Announce or introduce other speakers or activities
- Consult on room set up
- Review your program materials

**Special Economic CARE benefit:** Ed provides 20 copies of his book *The Truth About Public Speaking: The Three Keys to Great Presentations* free with any full-fee presentation. He is always pleased to autograph and personalize each copy at your request.

You receive a 10 percent discount on your least expensive service when you book Ed for events on two consecutive days. Please note that multi-day engagements are given priority consideration.

Fifty percent of the total fee is due when you sign the contract, with the balance due immediately upon completion of Ed's speech. If you pay by check, please note this means that Ed leaves your meeting with your check in his hand. Pay in full when you sign your contract and you receive a seven percent discount. We accept electronic funds transfer, American Express, Discover, MasterCard, Visa, and company checks.

**Meeting Planner Protection Policy:** ~~For an added \$1000,~~ Ed will attend your entire meeting and provide up to two presentations in the event another presenter fails to appear. **Special Economic CARE benefit:** Meeting Planner Protection Policy fee waived.

**Cancellation/Postponement Policy:** Our calendar represents our inventory. When you reserve a date, you are taking it out of our inventory. A cancellation or postponement causes losses because: 1) We turn down other business and 2) we expend time and resources preparing your program. Thus, the following schedule applies in the event you cancel or postpone your engagement:

- 100 percent of your fee if you notify us 30 days or less in advance;
- 50 percent of your fee if you notify us 31 to 60 days in advance;
- 25 percent of your fee if you notify us 61 to 90 days in advance.

**Educational Resources:** Ed's book, *The Truth About Public Speaking: The Three Keys to Great Presentations*, along with other publications and audio learning resources from the Barks Learning Network are available for purchase in conjunction with his speech. Shipping direct to your meeting site is available upon request when you provide us with your shipping account number.

Your special purchasing power pricing for any single product is as follows:

12 - 100 copies	10 percent off list price
101 - 250 copies	15 percent off list price
251 - 500 copies	20 percent off list price
501 - 1000 copies	25 percent off list price

**Recording Rights:** There is a separate fee for recording rights. Those rights and licensing are negotiated according to intended usage. Contact us for further details.

**Travel Expenses (Special Economic CARE benefit):** As noted above, you will not be billed for any travel or incidental expenses if your meeting takes place in the continental United States, with the exception of Ed's sleeping room.

Engagements outside the continental United States require you to purchase a round trip business class ticket for Ed, delivered a minimum of two weeks in advance of his travel (note that Ed typically flies on United Airlines from Washington Dulles International Airport). You are expected to arrange and pay for Ed's ground transportation in the city where the meeting occurs, and to bill his sleeping room and room service to your master account. We will bill you for all other travel-related expenses.

**Media Outreach:** In order to generate additional attendance at and interest in your event, Ed is pleased to participate in media interviews, schedule permitting.