



Guidelines for Your Event

Thanks for considering or scheduling Judith Couchman as a speaker for your event. Judith wants to be a low-maintenance guest, keeping you well-informed before the engagement so inviting and hosting her can run smoothly and enjoyably. Experience has taught Judith that clear, pre-event guidelines can avoid surprises and last-minute challenges. These guidelines are customary for many speakers. Please direct questions to Judith at judithcouchman@comcast.net. Thanks!

Requesting an Event Theme

1. Judith primarily speaks on the seminar topics presented on her website at www.judithcouchman.com. Click on the Speaking link.
2. She usually presents these themes as a one-day seminar or weekend retreat. However, she's open to other formats that meet your needs.
3. If you want to suggest an alternate topic, please send Judith an email with your idea, number of sessions, and the event's format. Send to judithcouchman@comcast.net. She can create new material, if it falls within her realm of experience and interest. In other words, if she can authentically address the topic. The last thing you need is a speaker "faking her way" through a suggested theme!

Scheduling the Event

1. When you and Judith agree upon the date and honorarium for your event, you'll receive two copies of a contract stating these details and other agreed-upon arrangements. Please sign both contracts and return them to Judith Couchman at P.O Box 6866, Colorado Springs, CO 80934. Please don't make alterations to contracts without first consulting with Judith and discussing the change with her. After signing the returned contracts, Judith will return one to you.
2. A down payment of 20 percent of the honorarium needs to accompany the contract's return. This is a nonrefundable fee that holds the dates and times on Judith's calendar. Please return the signed contracts and payment *within ten days*. Make a check to Judith Couchman and mail it to P.O. Box 6866, Colorado Springs, CO 80934. To expedite, you can return the contracts via signed pdf files and pay through Judith's PayPal account: judithcouchman@comcast.net.
3. Pay the 80 percent balance of the honorarium to Judith on the last day of the event.

Arranging Transportation

1. The sponsoring group is responsible for all long-distance and/or local transportation. This includes airfare; train or bus; car rental; taxis or car services; public transportation, and/or mileage reimbursement for driving to the event. Mileage reimbursement will incur if Judith drives to an event outside her home city, using the standard U. S. rates. Or a flat fee can be arranged for gas.
2. The sponsoring group books and pays for airfare, train, bus, or other transportation to the event. The speaker does not pay for her tickets. The only reimbursement arrangements are for mileage, taxis or car services, or local public transportation.
3. Before purchasing transportation tickets, please consult with Judith about days and times for arrival and departure. She'll work with you to find the best prices and times.
4. The sponsoring organization also reimburses Judith for airport and other parking fees.

5. Most groups send someone to greet a speaker at the airport. At least a week before Judith's arrival at an airport or train/bus station, please let her know who the greeter will be and where to meet her or him. If she doesn't know the greeter, an agreed-upon small sign or other identifier can help. Please provide Judith with the cell phone number of your greeter.
6. It helps to assign one person to manage Judith's transportation needs, if any, during your event. If more than one individual will transport, please provide a simple schedule with names, times, and cell phone numbers.
7. If your event occurs in a large hotel or other complex venue, ensure that your speaker has a map for navigating to sessions and meals.

Providing Lodging and Meals

1. Please provide a clean, private hotel or retreat center room for Judith during her stay. She doesn't expect a high-cost room or elaborate amenities.
2. It's not customary to place your speaker in a room with an event participant, unless Judith requests it because she wants to stay with a friend. However, if your event requires speakers to share rooms, please let Judith know this ahead of time.
3. Judith doesn't stay in private homes, unless she's made arrangements with a friend or family member. To keep event costs reasonable, she'll stay with a friend or family member whenever possible.
4. All costs for lodging are pre-arranged and paid for by the sponsoring organization. The sponsoring group will cover lodging costs with its own credit card or check. The speaker will pay for "extras" like in-room movies, mini bars, or room service other than meals, unless the organization provides for this.
5. If possible, arrange for Judith's room to be in a quiet place, away from people or environmental noises.
6. The hosting organization also pays for Judith's meals at the event, plus food while traveling long distance to and from the event.

Creating Promotional Materials

1. Information about seminar content can be downloaded from Judith's website at www.judithcouchman.com. Click on the Speaking link.
2. Photos of Judith are available on her website at www.judithcouchman.com. Click on the Host & Media link.
3. If Judith presents a new topic per your arrangement, she can send you brief copy for your promotional materials.

Preparing and Presenting Sessions

1. Be sure Judith receives a copy of the event's schedule a week before she arrives.
2. An event runs more smoothly when a host or hostess is designated to greet and accompany a speaker to sessions and to anticipate needs. It's always helpful to know the location of the restrooms!
3. Please provide a projector and screen for PowerPoint presentations that accompany speaking sessions. For small groups, Judith can bring a portable projector, but still will need a screen.
4. The PowerPoint presentations and handouts will be sent to a designated person a week in advance of the event. These are not sent for approvals or changes. They're intended for preparation, especially for copying handouts.
5. Ask your tech person to test the PowerPoint presentations before the event.
6. Allow time for Judith and the tech person to review the PowerPoint setup before the first session.
7. Judith prefers speaking with a small, clip-on microphone. Please allow time and assistance to attach and test the microphone.
8. She also enjoys standing on the same level with participants and using a small table, enabling her to move around and interact personally with group members. If a stage is

necessary, don't place her behind a podium. Judith is short and a podium makes her look like a "talking head."

9. Judith would be grateful for a glass of water positioned nearby while she speaks.
10. For an introduction, download the brief bio provided on her website, www.judithcouchman.com. Click on the Host & Media link.
11. Please provide a table in the speaking room or entrance for Judith to present free materials and to sell her books and Bible studies. She'll be available to autograph purchased works.
12. Also assign a trustworthy individual to help manage book sales. A large-group event might require two people.

Prayer Support

1. Judith would appreciate a prayer time with your leadership group before the event.
2. It's spiritually beneficial to create a prayer team for your event, and to designate praying individuals or an intercessory group during the speaking sessions.