

When You Hire CRAIG HARRISON... What's In the Package?



A Commitment to Excellence

Craig partners with you to create the best possible experience for your audience. From first contact, we make sure Craig's the right speaker for your company. If not, he's happy to refer you to colleagues who present a better fit.

Assuming Craig's the right speaker, what's the right program? Craig has many. His detailed descriptions describe benefits, style and background to help you make the best determination. The enclosed promotional packet, including references and a description of his creative handouts, gives you a better understanding of what he's offering.

A Sincere Focus on the Needs of Your Audience

Craig identifies your audience's needs and customizes accordingly, using a company profile, pre-surveys from audience members, and discussions with you and key players.

Advanced PR

Craig provides you with all the 'copy' you need to promote, advertise and inform others of his appearance. Sample articles, quotes from other clients, photos and even sound clips, can set the stage for his appearance. Craig can contribute items to pre-event newsletters, printed programs, and communiques. Need photos or electronic files? Consider it done!

Day of Event

Craig is available to arrive early and stay beyond his presentation, give interviews, pose for photos, present awards and recognize others, or meet one-on-one with selected individuals. Often, when giving a keynote, Craig can be booked for multiple programs in the same day.

Follow Up

By providing Craig with candid feedback, he can make sure that your needs have been met. End of program evaluation forms are used, and follow-up calls are placed with you, to confirm satisfaction and the meeting of objectives.

Building A Relationship

Craig seeks your return business, whether through speaking, training, consulting or coaching. Craig wishes to partner in your success, helping you *Aspire & Achieve!*



To establish and maintain public confidence in the professionalism, honesty, ability and integrity of the professional speaker is fundamental to the future success of the NATIONAL SPEAKERS ASSOCIATION, its members, and the profession of speaking.

To this end, members of the ASSOCIATION have adopted and, as a condition of membership, subscribe to this Code of Professional Ethics. By doing so, the members give notice that they recognize the vital need to preserve and encourage fair and equitable practices among all who are engaged in the profession of speaking. As a member of the NSA I pledge to:

- ▶ Accurately represent qualifications and experience in both oral and written communications.
- ▶ Act, operate my business, and speak on a high professional level so as to neither offend nor bring discredit to the speaking profession.
- ▶ Comply with the standards of NSA as set forth in its bylaws and this Code of Professional Ethics.
- ▶ Exert diligence to understand the client's organization, approaches and goals in advance of the presentation.
- ▶ Avoid using materials, titles and thematic creations originated by others, either orally or in writing, unless approved by the originator.
- ▶ Treat other speakers with professional courtesy, dignity and respect.
- ▶ Maintain and respect the confidentiality of business or personal affairs of clients, agents and other speakers.
- ▶ Protect the public against fraud or unfair practices and shall attempt to eliminate from the speaking profession all practices which bring discredit to the profession.
- ▶ Not be a party to any agreement to unfairly limit or restrain access to the marketplace by any other speaker, client or to the public, based upon economic factors, race, creed, color, sex, age, disability or country of national origin of another speaker.

Members of the NATIONAL SPEAKERS ASSOCIATION are dedicated individuals sincerely concerned with the interests of all who come in contact with the profession. To this end, NSA members subscribe to this Professional Pledge:

- ▶ We pledge ourselves to honesty and integrity; to pursue our profession and education to the end that service to my clients shall always be maintained at the highest possible level.
- ▶ We pledge ourselves to seek and maintain an equitable, honorable and cooperative association with fellow members of the Association and with all others who may become a part of my business and professional life.
- ▶ We pledge ourselves to comply with the standards of the NATIONAL SPEAKERS ASSOCIATION as set forth in its Bylaws and this Code of Professional Ethics.



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