

How did you hear about Kathy Hanson, Backpocket Strategy as a Public Speaker?

What is the name of the event?

Is this event an all day event with multiple speakers? If so, is Kathy speaking as a

Keynote Speaker

Seminar/Workshop speaker

Breakout session

How many people will be attending event?

Expected number of people to attend Kathy's speaking event?

What is the demographic of the audience? If a particular organization or division of your company, please include.

Kathy's exact times of presentation/speech

Time

Date

Venue

Is this event open to the press?    YES                      NO

Will this event be broadcast?    YES                      NO

Will this event be recorded?    YES                      NO

Will there be a professional photographer at the event?    YES                      NO

Will Kathy be speaking to one of the topics on the next page or will she be creating original content?

*If original content for this event- Phone and email times must be scheduled to discuss intent, purpose and outcome of Kathy's talk.*

If there are accompanying materials to Kathy's talk- do you have the capability to print these materials?    YES                      NO

*If not, there will be a fee for printing materials.*

Here are Speaking topics for you to chose from. Feel free to pivot off of these ideas for a topic specifically catered to your audience. Phone meeting required.

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*To read a full description of the following topics please go to this page:*

*<http://www.backpocket.biz/event/how-to-build-a-strong-and-profitable-business-a-backpocket-strategy-business-series-for-busy-entrepreneurs/>*

- ▶ How to be Healthy, Wealthy, Wise in your Professional & Personal Life
- ▶ Time, Energy, Money: How to feel in control of managing the 3 most limited resources in your personal and professional life
- ▶ How to Hire and Retain a Fantastic Team: employees, interns, collaborators, vendors, partners
- ▶ Negotiating like a Pro: This is NOT about sales! It is about negotiating with clients, vendors, banks, experts and employees about your value and worth to them.
- ▶ Time, Energy & Money: How to make the biggest impact in your business using your limited resources.
- ▶ How to Hire out Help and Feel Great about it!: Learn why hiring subject matter experts who are faster and better at certain tasks is actually the most cost effective way to run your business.

*See more of what Kathy has to offer to audiences and subscribers by looking at the following links:*

**\*YOU TUBE CHANNEL**

Kathy has over 60 two minute videos she has posted on her Backpocket Strategy You Tube channel. Many clients have asked her to parlay a subject of her 2 minute videos into an hour long talk.

<https://www.youtube.com/user/BackpocketStrategy>

**\*BACKPOCKET BUSINESS SERIES FOR ENTREPRENEURS**

<http://www.backpocket.biz/event/how-to-build-a-strong-and-profitable-business-a-backpocket-strategy-business-series-for-busy-entrepreneurs>

**\*BUSINESS MATTERS. HOW TO WORK ON YOUR BUSINESS, NOT IN YOUR BUSINESS.**

A 3 part Series for Women Entrepreneurs. Series offered in 2013 and 2014

Partnering with Lurie, Besikof Lapidus & Co.

<http://www.lblco.com/businessmattersseries/index.html> Beth Leonard, Managing Partner

<http://www.lblco.com/about-us/beth-k-leonard.html>