

# DR. RUBEN // EVENT PROCESS CHECKLIST

## Upon Signing of the Contract

Please work with our team to schedule the following meetings with Dr. Ruben:

### Pre-event Call: At least 2 months before the event

- Purpose: For Dr. Ruben to learn your specific goals for the session, identify a sample key participants for Dr. Ruben to interview regarding their wants and needs, as well as your business context and people culture to customize his talk to your unique audience.
- At least 48 hours prior to the call, please complete the Pre-Event Questionnaire (PEQ) and send to [info@zone14.com](mailto:info@zone14.com). If you don't receive the PEQ shortly after executing the contract, please contact us.

### Post Event Call: 1-2 weeks following event (Optional)

- Purpose: To debrief the event, provide feedback, and for Dr. Ruben to provide any additional suggestions for making the learning from the event "stick."

## Two Months Before the Event

- **Pre-Event Questionnaire:** Dr. Ruben tightly customizes the content of his talk to ensure attendees get the most out of the program. Please complete the Pre-Event Questionnaire (PEQ) prior to the pre-event call with Dr. Ruben so he can learn more about your objectives and audience. If you don't receive the PEQ shortly after executing the contract, please contact: [info@zone14.com](mailto:info@zone14.com)
- **Handouts (If Applicable):** Depending on your goals, Dr. Ruben may prepare a handout to enhance participant learning and highlight tangible take-aways. Please notify your contact at our office how far in advance you will need the handouts (which will be delivered in PDF format).

## The Week of the Event

- **Logistics Call:** Schedule and hold a quick call with **your assigned contact at our office** regarding final logistics: [info@zone14.com](mailto:info@zone14.com) or +1 (628) 400.3343
- **Autograph Session (if Applicable)** If you have arranged for Dr. Ruben to sign books after his presentation, please make sure there is an area where he can sit while signing books and meet participants.

If our office can be of any further assistance to your event, please contact us: [info@zone14.com](mailto:info@zone14.com) or [drruben@zone14.com](mailto:drruben@zone14.com). Thank you for your partnership!