Meeting Planner FAQ

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1. What should I know about working with you?

Working with me is all about partnership. I see myself as an extension of your team: someone who makes your job easier, your event more impactful, and your audience more engaged. From the moment you book me, I am accessible, responsive, and proactive in making sure everything runs smoothly.

Here is what you can expect:

- **Collaboration:** I take the time to understand your audience, your event goals, and your organization's culture.
- **Preparation:** Every engagement starts with a planning call. Want to go deeper? I can add interviews, surveys, or mystery calls so the message comes straight from your organization.
- **Engagement:** My presentations are interactive, energizing, and practical. Your people will laugh, learn, and leave with strategies they can use on their next shift.
- **Flexibility:** Need me to emcee, sit on a panel, or stay for the whole conference? I'm in. I don't disappear once my talk is done.
- **Reliability:** I'm professional, punctual, and low-maintenance on logistics. You will never have to chase me down.

The bottom line

My goal is simple: make you look like a rock star for bringing me in, and give your audience an experience they're still talking about long after the event ends.

2. What is Service Drift?

Service Drift is the gap between the patient experience your leadership designed and the one patients actually get: person to person, shift to shift, location to location.

Same policies. Same training. Same logo on the door. And still, one location earns glowing reviews while another drives the complaints. Every session I deliver helps your audience spot where drift is happening and gives them practical tools to close the gap.

3. What's included in your fee?

My keynote investments range from $7,500 to $20,000+, depending on how much research and customization you want. Most clients choose a customized or research-driven program.

Every engagement includes:

- A pre-event planning call to align on your goals
- A presentation tailored to your audience and event theme
- Easy access to me for coordination and support before your event
- An engaging, interactive delivery with practical takeaways

Want to go deeper? Add:

- **Customized keynote:** leader and employee interviews or an anonymous pre-event survey, so the stories come from your own team.
- **Research-driven keynote:** mystery calls or visits plus review and social media analysis, with real findings built into the talk.
- **Expanded roles:** breakouts, leadership sessions, panels, emcee duties, pre- or post-event webinars, or full conference participation.

4. Can you customize your presentation for our audience and event theme?

Absolutely. It's one of the things I'm known for. No two of my presentations are the same, because no two audiences are the same. Every session, including the title, is tailored to your audience and your event theme, so every story, example, and strategy feels relevant.

At the event itself, customization can go beyond the keynote. I can lead breakouts, moderate or join panels, emcee, or stay for the full conference. My goal is to make your audience feel like the session was designed just for them, because it was.

5. My organization has a limited budget. Can you work with that?

Yes. Many of my clients are associations, healthcare organizations, and public agencies with real budget limits, and I have programs and formats that fit most reasonable budgets.

Tell me your goals, your audience, and your budget, and I'll show you a few ways to get the outcome you need. We can adjust the format, the scope, and the level of customization so your people get real results, not a watered-down version.

Some clients bring in a sponsor or combine budgets across departments to make a bigger engagement possible. I'm also open to creative partnerships that bring value to both of us. Let's talk.

6. What promotional support do you offer to help market the event?

I partner with you before the event to build buzz and drive attendance. Depending on your needs, I can provide:

- Custom promo videos to get your audience excited
- Social media shoutouts on my platforms
- Email announcements or newsletter blurbs written to fit your style
- Event-specific teaser content, such as tips or handouts
- A teaser webinar or live Q&A to build connection before the event

7. How do you engage audiences after the event?

Lasting change happens when ideas are reinforced and put into practice. Options to keep the momentum going include:

- Post-event webinars or follow-up sessions to reinforce key takeaways
- Handouts, checklists, or tools participants can use right away
- Leader coaching so new habits hold at every level
- Access to the event recording, when agreed in advance

8. Will I receive slides, recordings, or handouts?

Yes, depending on your needs and permissions. I provide handouts and follow-up resources to reinforce learning, and slides may be shared when appropriate. If the event is recorded and rights are agreed upon in advance, you're welcome to share the recording with your team.

9. What is your policy on recordings and media rights?

I'm happy to have my presentations recorded, as long as we agree beforehand on how the recording will be used. In most cases, you can share it internally for training and reinforcement for an agreed period of time.

If you'd like to use the recording beyond your organization, such as for resale, external distribution, or marketing, we'll outline those rights in a simple agreement. We just need to be clear upfront.

10. What are your travel requirements?

I keep travel simple. I fly out of San Diego and charge a flat travel fee based on your event's location. It covers airfare, airport parking, ground transportation, and meals, so there are no receipts and no surprises. I ask that you book a hotel room at a full-service property near the venue. If your organization requires itemized expenses, I'm happy to work that way instead.

11. Do you speak outside healthcare?

Yes. Healthcare is my focus, and I also work with associations, government agencies, and corporate teams on customer service, leadership, communication, and resilience. Every program is tailored to your industry and audience.

Ready to talk about your event?

Book a Service Drift Call: calendly.com/barbarakhozam/30min
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