



### Terms & Conditions of the “Curb Your Cravings” Summit

#### **Overview & expectations from me & you**

1. The Curb Your Cravings Summit will be a virtual event and will feature Registered Dietitians, Neuroscientists, health coaches etc from all over the world.
2. Target group: People living with obesity, overweight, Type- 2 Diabetes or any other chronic conditions, people looking to take control of their carb cravings, people wanting to lose weight.
3. I am aiming at 15-20 speakers over 3 days.
4. The summit will be free for the 3 days and 2 days after the event. After that if people want to access the presentations they will need to purchase it. They will have unlimited access.
5. The summit will be priced at \$99.
6. You will have a separate page within the summit and the opportunity to promote your free opt-in or your services so you can build your email list if you have one.
7. You will be required to send me a short bio about yourself, a headshot, some details about your presentation and your freebie/offer/opt-in by June 30<sup>th</sup> so I can set up your page properly.

#### **How will the Summit work?**

1. After you confirm your participation I will schedule an interview date & time based on yours & my availability.
2. The interview will take approximately 1 hour considering no tech issues come up (they always happen, right?)
3. I will be interviewing you on the scheduled day and time via webinarinja or Zoom. Instructions will be sent to you so you are comfortable using the platform if you have never used these platforms before. If you would prefer we can even do some testing before the scheduled date.
4. I will send you the questions in advance so you can be well prepared for the interview.
5. I will add here that you are not limited by the questions I come up. If there are any aspects that is your expertise with respect to the topic, please feel free to share them. You are welcome to take on different approach towards managing cravings e.g. an all-round approach, mindful eating and so on. The stage is yours for that 1 hour so make the best of it.
6. The interview will be recorded. You will be able to share your screen if you have a presentation.
7. A presentation is not mandatory. We can just talk.
10. After the interview, I will create a customized page/url for you that will house your interview, your bio, the summary of your presentation and an opt-in or freebie if you have one so people can sign up for it and you can grow your email list if you have one.
8. The date of the event will be communicated to you by June end so you have enough time to prepare your promotional posts to promote the event.
9. You are welcome to create blog posts, videos or anything appropriate and that your time permits to promote the event.
10. In addition to the target market mentioned above if you feel that a certain group of people can benefit from the Summit, please free to market to them.
11. I will be marketing the event as well via facebook ads, blog posts, videos etc.

Alka Chopra, RD, CDE  
alka@alkachopra.ca  
<http://www.alkachopra.ca/>  
Ph: 647-283-1018



### **What do you gain from the summit?**

1. I will create a customized summit sign - up page exclusively for you & your audience. I will send you that link and you will use that link to promote the summit.
2. When someone purchases the summit using your link, you will be entitled to receive 50% of the purchase price coming from your audience i.e \$ 49.50/purchase.
3. Terms of payment: within 30 days of the last date of the summit. Payments will be made via paypal. The link provided to you will help me track the sales coming from your clients. So please use that link to promote the event.
4. Your expertise will be in front of hundreds of new people.
5. If you have an email list and have a freebie to offer – you will grow your email list.
6. You will develop professionally.

### **Some tips in preparing for your interview & presentation**

1. Include small actionable strategies.
2. The strategies do not have to be rocket science. Simple is best.
3. If possible include scientific evidence. All of you have valuable experience – share that as well.
4. Your presentation/content must include simple and tips around the topic "Curb Your Cravings". If you have had success with creating a step by step process you are welcome to share that as well.
5. You are welcome to take on any perspective that helps in curbing cravings.
6. During the interview DO NOT MULTI-TASK.
7. Do not have all windows & programs open. This reduces the quality of the presentation.
8. Speak slowly & confidently. Even if you make a mistake it is totally fine. We are all human beings – To err is human!

If you have questions/concerns please do not hesitate to email me: [alka@alkachopra.ca](mailto:alka@alkachopra.ca)

Thank you so much for your participation.

Alka Chopra, RD, CDE