# / Academy Contract

1Day VisualStory™ | September 18, 2015

DUARTE

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| **Account** | San Leandro Unified School District | **Vendor Name** | Duarte, Inc. |
| **Client** | Rosanna Mucetti, Deputy Superintendent | **Vendor Contact** | Mary-Anne Reyes |
| **Phone** | 510-813-8250 | **Vendor Address** | 755 N. Mary Avenue<br>Sunnyvale Ca 94085 |
| **Email** | rmucetti@slusd.us | **Vendor Phone** | 650-625-8244 |
| **Payment Terms** | Net 30 | **Vendor Email** | reyes@duarte.com |
| **Contract Date** | 08/31/15 | | |

**Audience**

Presentation software is one of the few tools that require professionals to think visually on a daily basis. Yet, effective visual expression is not easy, natural or actively taught in schools. Duarte's 1Day VisualStory™ workshop fills the void. The full-day workshop is open to all who must transform their own or other's content and dense data into a clear visual story.

**Description**

Presentations are broken. The only proof you need is sitting through the next presentation delivered by your colleague, your boss or your vendor. The presentation paradigm must be changed in order for all the brilliant ideas to be heard. But how?

Duarte's 1Day VisualStory workshop provides the training and tools to shift your mindset and change your organizational culture. Through collaborative exercises, attendees learn and practices the skills needed to more deeply connect with their audiences – and visually display their message for a memorable presentation and call-to-action. Based on Nancy Duarte's award-winning books *Resonate* and *Slide:ology*, our 1Day VisualStory workshop delves into:

- Why presentations miss the mark
- Presentation spectrum – and choosing the best tool to deliver the message
- Audience and speaker analysis – and building common ground between both
- Structure and story – built using the Duarte PresentationMap™
- Think like a designer
  - Presentation clarity – define Signal and Noise
  - Visualize information – tools to turn words into pictures
  - Arrange elements for clear communication
  - Convey visual unity

**Pre-Requisites**

Attendees won't need their computers. We'll spend the day crafting meaningful messages and sketching ideas, and sharing with peers without the help of application software—we call this "working analog."

**Learning Objectives**

1 Day VisualStory workshop attendees focus on these learning objectives:

- Identify the needs of the audience
- Match audience needs with presenter's shared experiences, values and goals
- Build an analog storyboard, addressing the presentation's big idea, structure and flow
- Identify a slide's signal vs. noise (signal:noise ratio)
- Arrange slide elements for audience comprehension

**Job Aides**

Duarte has designed 1Day VisualStory-specific job aids, to reinforce learning during and after the workshop:

- Presentation Landscape
- Audience Analysis
- StoryMap™
- Glance Test™
- Diagram classification

**Requirements**

- Full day workshop: 9:00 am to 5:00 pm, with three 15-minute breaks and one 30-minute lunch
- 1Day VisualStory workshop requires our attendees to work analog – no computer is needed
- High-quality LCD projector with speakers, a projection screen, and podium or table
- Cabaret-style room setup, 3-4 people working in groups, if possible
- Nametags for all attendees
- Food and beverages are to be provided by client: morning and afternoon snack, and lunch
- Post-Workshop Survey – attendees complete a post-workshop online survey, to determine success in delivering workshop topics and addressing performance objectives – timeframe: one to three days after the completion of the workshop

**Investment**

$16,065* for up to 30 people, which includes:

- Workbook, Presentation SlideMap™, pens and sticky notes
- One copy of *Slide:ology —The Art and Science of Creating Great Presentations* per attendee

In addition to the above fee, client will reimburse Duarte for shipment of all workshop materials, and for facilitator's travel expenses**, including economy class airfare, lodging, meals, taxi, car rentals, mileage and parking (as applicable).

*Includes a 15% Education Discount on the workshop fee of $18,900.
**Expenses are estimated at $200.

**Terms + Conditions**

The above workshop fee does not include facilitator's travel expenses (including economy class airfare for US Domestic travel and business-class airfare for international travel, lodging, meals, taxi, car rentals, mileage, and parking, as applicable), or shipping of workshop materials. Shipment of workshop materials will be 2-day air (typically FedEx) 8-14 days before the workshop. Should Duarte receive workshop logistics from Client 7 days or less before a workshop date, workshop materials will be shipped Overnight (typically FedEx).

All Duarte payment terms are subject to credit check and approval. Our standard process is a 25% non-refundable deposit due payable upon signing of this Agreement and scheduling of workshop date. Final payment is due payable at the conclusion of the workshop. Payment of invoices shall occur within 30 days of invoice date. Any unpaid invoices will incur late charges of 2% monthly compounded interest after 30 days. Any processing fee required by Client for invoicing will be passed along to the Client as a billable expense.

All cancellation and rescheduling notices must be made in writing and delivered by mail, fax or email. If notice is received within 14 calendar days of engagement, the full workshop fee is due. A rescheduling fee of 10% of the total workshop fee will be assessed should the workshop date change after it is scheduled. For any cancellation or rescheduling of a Workshop by Client, Client shall reimburse Duarte for any expenses incurred that cannot reasonably be mitigated or avoided except in the event of any natural disasters, conflict or other issues of national concern (collectively referred to as "national event"). If a national event occurs that may place Duarte or Client personnel in harm's way, either party may cancel or reschedule any pending Workshop and each party shall bear the costs they themselves have incurred to date including, but not limited to, personnel time, travel expenses, venue rental, catering and equipment rental and /or acquisition. Determination of whether personnel are in harm's way is Duarte's sole discretion. Duarte shall seek Client input and perspective in making such determination. Should a national event preclude rescheduling a Workshop within 6 months, any Client deposit shall be returned minus costs up to the date of notification of cancellation (not to include Duarte personnel time or travel expenses or travel associated costs).

Training services ("Training") provided under this Agreement, including any materials provided in connection with training, are intended for private internal training purposes for specific Client. All content and materials provided during training ("Duarte Training Content") are protected by copyright pursuant to U.S. and international copyright laws, and owned, licensed to, or controlled by Duarte, unless specifically credited. Client may not modify, publish, transmit, participate in the transfer or sale of, reproduce, create new or derivative works from, distribute, perform, display, or in any way exploit, any of the Training or Duarte Training Content in whole or in part and will take all reasonable steps to ensure that none of the attendees take such actions. "Train the Trainer" programs, which include specific commercial licenses, are subject to separate terms.

In the event that Duarte provides to Client, pursuant to this Agreement, any pre-existing intellectual property or any other materials which have been developed independent of and not for the purposes of this Agreement, Duarte hereby grants to each attendee a non-exclusive, royalty-free, fully paid-up, worldwide, perpetual and irrevocable license regarding such materials as will permit each attendee to fully use and exploit the deliverables, subject to the restrictions above.

APPROVAL

| CLIENT SIGNATURE | TITLE | DATE |
|---|---|---|
| Rosanna Mura | Deputy Superintendent | 9/14/15 |

| DUARTE SIGNATURE | TITLE | DATE |
|---|---|---|
| Bob Scirpo | Academy Director | 08/31/15 |