

PROPOSAL FOR GUEST SPEAKER - MICHELE ZAVATSKY
The Family Travel Mom
The Travel Wife
www.KidsLoveTravel.com

WHO?

For over a decade, author Michele Zavatsky has visited 5,000 places (with her family) to find the best sites that kids love to visit! This adventure of writing 16 family travel guidebooks has taken Michele and her family on a journey of wonderful experiences! The Zavatsky family is privileged to be the “family that vacations for a living.” Michele has spoken to hundreds of groups throughout the country encouraging “family-friendly” travel with ease.



Michele Z, the Family Travel Mom & the Travel Wife has been to 1000 different cities, written dozens of published articles, appeared on over 500 TV, radio and newspaper interviews, attended 300 trade shows or book signings as a workshop speaker and author. She now has an active social media blogger base, too. Moms make up 90% of her audience and guess what? Moms love to give her the "skinny" on what they like...and don't like.

The parent company, KidsLoveTravel.com, is a popular online company that features best-selling travel guides and games. The Kids Love Travel series are also sold in major online and retail bookstores. Michele conducts workshops to rooms packed with interested folks.

WHAT?

FAMILY TRAVEL TOPICS:

KIDS LOVE TRAVEL – LET’S PLAN QUICK DAY TRIPS!

Through hands-on visuals and lively storytelling, author (and Travel Mom) Michele Zavatsky, will take you on an enriching journey through a region of the country. Let's get out and discover easy, inexpensive day trips. We compare Children's and Science Museums for value, cover history from Astronauts to Explorers to Indians, discover natural wonders like Hidden castles and caves, learn how to make things and, best of all, know where to taste-test many yummy snacks on Factory tours. Even find out how many sites are nearby...often, ones you may never think of. Learn to create family memories on fun trips from the Mom that "vacations for a living!"



KIDS LOVE TRAVEL – ON THE CHEAP!

Does your family have Cabin Fever but your budget is slim? **Take a Vacation without Breaking the Bank - 10 proven tips to save hundreds of dollars.**

- from Michele Z, the Family Travel Mom who's been to 5,000 places...on a budget!

12 YEARS OF KIDS LOVE TRAVEL – REAL STORIES ABOUT REAL PLACES!

Michele Zavatsky and her Travel Family have visited 5,000 places and logged 300,000 miles in a mini-van – and survived!

The Family Travel Mom & Author, Michele Z, entertains folks with personal road trip stories and colorful visuals from her best adventures.

KIDS LOVE STATE HISTORY – REALLY!

One Travel Family has Learned How to “Sneak” History into Fun Family Trips Let’s Learn How They Do It.

For the past 12 years, our family has been fortunate enough to “vacation for a living” and we’ve managed to visit over 3,000 regular attractions plus another 2,000 historical museums. That’s a lot – right? And guess what – I’m the only history buff in the family! As a matter of fact, one of my husband’s favorite travel markers says, “On this site in 1816... nothing happened.” Sound like your family?

Because easily one-third of all the attractions out there are historical, it’s hard to avoid them. Educators would tell you kids do much better on History test questions and biographical reports if they’ve actually toured a famous person’s home or visited a historic village.

So, we know it’s good for them. But, how do you sneak history into your day trips and vacations without the family declaring mutiny? Let’s take a journey with my travel family and see what I use to unlock the amusing, adventuresome side of history...

MOMMY MARKETING TOPICS:

HOW TO BE A “WELL DONE” WORK-AT-HOME MOM!

What Is the Secret Ingredient to Wearing So Many Hats? What are the rewards and is it worth it? Michele Z, the Family Travel Mom & the Travel Wife has been to 5,000 attractions, 1000 cities, written 14 best-selling books and dozens of published articles, appeared on over 500 TV, radio and newspaper interviews, attended at least 150 trade shows as a workshop speaker and appeared at nearly 150 other booksignings as an author. All this in 12 years plus raising two kids, working side-by-side with her ambitious husband, and keeping an active social and spiritual life! Why? How? It's all revealed in this colorful talk about a crazy thing we call life as a mom!

UNCOVERING EMERGING TRENDS OF GENERATION X AND GENERATION Y MOMS AND THEIR BABY BOOMER MOTHERS

How to Use What Your Company Already Has to Appeal to Adult Women Buyers... On the Cheap.

Through colorful PowerPoint visuals and personal stories, author & book publicity expert, Michele Zavatsky, will take you on an enriching journey into the minds of today's moms. 10 proven tips to take hold of the "Value-Minded" Mommy Market!

BUSINESS HOW-TO TOPIC:

HOW TO GET MEDIA ATTENTION ... ON A BUDGET!

Ways to Use In-house or Affiliate Experts as Spokespeople to secure practically FREE TV, newspaper, magazine, online and radio interviews. Secret: You have a wealth of interesting people right under your nose! You're already paying these folks a salary or a contract fee. Or, maybe they're a guest expert you're hosting. Either way, they are good resources for great, timely stories in traditional & social media. Everyone wants exposure. Media want an approach that is NOT commercial. Let's hear from Michele Z, author & publicity expert who's appeared on over 500 TV, radio and newspaper interviews, plus reviews by dozens of mommy bloggers, how to make publicity "home" spun on a budget.

READERS & WRITERS TOPIC:

EVERYONE LOVES WRITING - the Way We Do It!

Writers become better Readers - so, how do you get folks to write more?

Secret: Only SOME people have the gift to write fiction, ANYONE can write about one thing they love to do (non-fiction).

And wait until you see how we sneak in the reading!

This workshop teaches media specialists & teachers how to inspire the beginnings of non-fiction writing with a simple mini-book project – the same way a best-selling non-fiction author does. We share how to prepare, format, write, then edit and finally what to publish. We promise everyone will come away with at least one new book idea started!

(background info: www.kidslovetravel.com experiences - most presentations include one-page handout, a lively PowerPoint, & colorful visuals from stage)


WHY?

Event managers are thrilled with our presentations being part of the mix at productions like yours! Part of the reason is our "Expert" status for the family or media market, but most PR firms also know I can be a reliable spokesperson for media attention and publicity spots too (in my career, I've done about 500 already!). At the last event, I personally did several remote "roving reporter" TV spots on location, some magazine and press articles, and even a family-friendly radio promotion.



HOW?

Menu of Services: **SPEAKER SERVICES**

1. **Keynotes or Workshops:** I do the talking for 30 – 60 minutes, then open it up to questions - either from stage or at an autograph table location in back. Seating is usually set up for 50 to 150 seats w/ an overflow area (shows), OR 50 to 5,000 seats (conferences). I have the topics listed above available but I'm open to adapting another topic if you see a better fit.

2. **Panelist:** Being the Family Travel Mom and an expert on family travel trends, it is a natural fit for me to share my wealth of personal insights visiting 5,000 places in the last 12 years, working from home and appearing in 500 media interviews. I can easily answer audience questions with real-life examples from my travels.
3. **Partner or Family Programs:** Fun, colorful, enriching and entertaining programs geared towards travel with a secret emphasis on learning. These are Travel-talk programs with the visiting attendees tag-along spouse or kids in mind.

Total presentation segments are around 60 minutes per time slot.

FEE SCHEDULE

\$750.00 for the day (no more than 2 time slots) and,
\$300.00 per additional time slots that day or the next.

Travel & overnight lodging expenses are additional.

Each event is unique and some expenses are negotiable. Usually, folks put me up at the host hotel and we try to find modest airfare, if necessary. To make this easy for your accounting department, we can add a blanket “Expenses” fee to the contract package. As an added bonus, I try to make myself available for as many media interviews as possible ... and weave in the sponsors so everybody is happy. We do take time after every talk to autograph Kids Love Travel books (if applicable) while we’re answering additional questions from the audience.

I'm an *informational workshop entertainer* with props & visuals. Some even use me as a **Keynote**. Our rates are very modest, we're easy to work with, and are a fun diversion for the attendees who need some quick, helpful insights into the mommy mind.

We'd be happy to entertain additional questions you may have. Because we're a travel family 20 weeks out of the year, it is best to reach us by email.

Please contact us soon to let us know you received the information and share your interest level. Let me know how we can best serve your event in total - as a **speaker and seasoned publicity representative**. I'd love to appear!

Best,
Michele Z, the Family Travel Mom & Travel Wife
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For a list of Media Appearances history, go to our website page:

http://www.kidslovetravel.com/media_appearances.htm

PAID SPEAKING RESUME – MAJOR EVENTS

1. SPRING 2006 – Indiana Association of Home Educators Annual Convention. Indianapolis, Indiana. Topics: Kids Love Indiana! & Kids Love Indiana History – Really!
2. SPRING 2007 – Christian Home Educators Association of Pennsylvania Annual Convention. Harrisburg, Pennsylvania. Topic: Let's Take Some Day Trips!
3. SUMMER 2007 – Home Educators Association of Virginia Annual Convention. Richmond, Virginia. Topic: Kids Love Virginia History – Really!
4. SUMMER 2008 – Christian Home Educators of Ohio Annual Convention. Columbus, Ohio. Topic: Kids Love Ohio History – Really!
5. SUMMER 2008 – Northern Virginia Association of Home Educators Annual Convention. Dulles/D.C. area, Virginia. Topic: Kids Love Mid-Atlantic History – Really!
6. WINTER 2009 – Great Vacations Expo. Columbus, Ohio. Topics: Kids Love Ohio – Let's Plan some Day Trips & Kids Love Travel – On the Cheap!
7. SPRING 2009 – Public Relations Society of America (PRSA) – Tourism Section Annual Conference. Kansas City, Missouri. Topic: "It's All in the Family" panel discussion of top family-oriented travel media.
8. SUMMER 2009 – Home Educators Encouragement Alliance (HEEA). Chicago, Illinois. Topic: Families Love Travel – On the Cheap!
9. FALL 2009 – Virginia Tourism Conference – Alexandria, Virginia. Topic: PR – Power of Moms – Emerging Trends of Generation X & Y Moms and their Baby Boomer Mothers.
10. SPRING 2010 – Mid-West Homeschool Conference – Cincinnati, Ohio. Topic: Kids Love State History – Really! (specific to Ohio Valley).
11. SPRING 2010 – Middle Tennessee Homeschool Conference – Nashville, Tennessee. Topic: Kids Love Tennessee History – Really!
12. SPRING 2010 – North Carolina Homeschool Convention – Winston-Salem, North Carolina. Topic: Families Love Travel – on the Cheap!
13. SUMMER 2010 – Ohio Home Educators Convention – Akron, Ohio.
14. SUMMER 2010 – Northern Virginia Home Educators Conference – Washington, DC area. Topic: Kids Love Mid-Atlantic History – Really!