



CEO Soap Box Guidelines and Terms

The CEO Soap Box is the name we have given to an episode of The Gift Club podcast that is hosted and produced by our Founder, Hadie. It is a short video interview (usually no more than 10 minutes) of a senior leader (the guest) in your business.

Platinum and Premium members have a CEO Soap Box included in their membership, however, ad-hoc episodes can be requested at a cost of £850 ex VAT.

Topics of conversation can include anything that matters to the individual who is being interviewed. Our aim is to bring out their professional passions as this is what creates listener engagement. Topics could include anything from the promotion of a new solution or product to thoughts on remote working, climate change or bringing pets to work!

Please visit our [podcast page](#) to see some examples

Things to think about and the process:

- The guest that you choose to appear in the CEO Soap Box needs to be happy with being video recorded and their video shared on our website in our newsletter and across all our social media channels. They need to be able to articulate the topic well and with confidence!
- First Impressions count. Like any written piece, people decide within seconds whether to continue reading or listening to something. A smile goes a long way and an upbeat mindset will engage viewers quickly.
- Content can be any topic that matters to them. We do advise that what they say is useful, important and most importantly, relevant. Does what they are saying offer value in the form of information, best practices, tips, advice, or good thought leadership?

- The laptop or desktop computer they are using needs to have a good camera (and microphone if possible). Please ask The Gift Club for more advice on this.
- The guest needs to be in a quiet place with good lighting and where noise is minimal (although we love special appearances from animals and small children!).
- A short kick-off meeting will take place between The Gift Club and the guest (and anyone else who would like to be involved at this point) a few weeks before the recording. This is to get to know each other and decide on the **three** questions or topics which will be the focus of the podcast. Prior to the CEO Soapbox kick-off meeting, you will be required to complete the questionnaire [here](#).
- After this kick-off meeting, the three confirmed questions and their associated bullet-pointed answers (not in detail) should then be prepared by the guest and sent to Hadie **two days prior** to the recording date. We feel the questions are much better coming from the guest than from us as they will know what they want to say, so can work backwards from their answers.
- If the guest would like a short rehearsal, we can do this just before the recording on the same day.
- The whole session usually takes no more than 45 minutes.
- The edited version will be sent to the guest/marketing team for approval prior to 'going live' on The Gift Club site.
- From the beginning of your yearly membership as a Platinum or Premium member, the CEO Soap Box will likely be towards the last quarter of the membership year.
- We will send you calendar invites for both the kick-off meeting and the recording, at least 3 months in advance. We are very flexible and will work around you if you need to change these dates, however, please give us **14 days' notice where possible**.

Terms and Conditions

Guests of the business must work for the company that is relevant to the industry – gift cards, rewards, incentives, employee engagement, loyalty, employee benefits, payments or fintech.

If outside of membership, full payment to host a CEO Soap Box episode must be settled with The Gift Club prior to the first kick-off meeting. This can be paid for by bank transfer or BACs or a payment link. Our fees exclude VAT so an additional 20% will be added.

After viewing the final edit and you decide you would like us to change minor elements of the final edit, The Gift Club will make these changes at no extra cost.

After viewing the final edit, if you change your mind about publishing it on our site, no refund will be applicable.

After viewing the final edit, if you would like to change major elements such as the entire topic and/or the guest, The Gift Club will re-charge the full fees again. If you are a member of The Gift Club, there will be an additional charge of £850 ex VAT.

The speaking language of the video interview will always be English.

Although there is no time limit, fully edited interviews will be no longer than 10 minutes to keep listeners and viewers engaged. Longer interviews will be considered on a case-by-case basis.

The Gift Club reserves the right to edit the video that has been accepted for publication. However, all changes will be sent to you for final approval before being released.

The ownership of the MP4 video recording is with The Gift Club. Should you wish to share the video on your own social media channels or website or to any third parties, you will cite The Gift Club as the creator and editor when sharing the link.

We do not accept any articles or topics that relate to politics, religion, sexual orientation or race.

The Gift Club reserves the right to refuse to edit or upload an interview at any time should it fall outside of these guidelines.