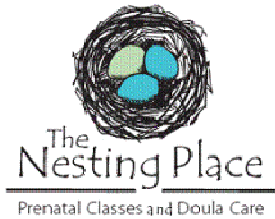


# Application for Doula Speed Dating™

Hosted by The Nesting Place and Urban Chiropractic

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## Event Details:

Thank you for your interest in Doula Speed Dating™! *Doula Speed Dating™ is becoming the most effective and cost-efficient way for parents and doulas to connect.* Whether you have an established practice or are just starting up, Doula Speed Dating™ saves you time and money on promotion and marketing.

From our past events, we found that **80% of parents chose their doulas from Doula Speed Dating™!** This means that doulas who attend our event are likely to book clients, and are successfully growing their personal practices.

## Doulas love Doula Speed Dating™ because:

- You are guaranteed to meet ten potential clients in one night
- seven doula spots and ten clients means that there is a greater likelihood that you'll book one or more clients from Doula Speed Dating™
- Whether you are a new or seasoned doula, Doula Speed Dating™ saves you marketing and promotion time
- Parents are considering Doula Speed Dating™ their preferred place to find their doulas!
- Midwives are now recommending that clients come to Doula Speed Dating™ to meet doulas
- Doula Speed Dating™ is less expensive than paying for advertising
- Doula Speed Dating™ is more effective in bringing you parent interviews than postering/sending info packages to clinics/waiting for referrals to accumulate
- We often receive press coverage and they often want to interview the doulas in attendance (it is possible that your individual practice may receive press coverage as a result of the event)

At the event you will spend five min with ten different couples who are your potential clients. Only seven doula spots are available which means that there is the possibility that you will *book more than one client from this event!* Doula Speed Dating™ brings the parents to you, but it is up to you to show them how you shine during your time with them. To prepare effectively for the event, you should identify what makes *you* valuable and unique and practice speaking about your practice concisely. You will also be given a copy of sample questions that the parents will receive so you can prepare answers to questions in advance.

Each doula will be given a list of parents attending the event. During your interview you are encouraged to make notes about each couple (due date, special needs, etc) to help you remember the parents after the event. Should it be appropriate, you may also respectfully request permission to follow up with them and get their contact information.

### Advertising and Promotion:

The Nesting Place is happy to take on the responsibility of promoting and advertising Doula Speed Dating™. In addition to the promotion covered by The Nesting Place, you will be sent a promo package including printed posters and handbills and an electronic flyer to distribute in your neighborhood and online community.

Doula Speed Dating™ often attracts the interest of the press. If a member of the press is in attendance of the event, you may be asked for an interview to share your practice details for the journalists' article or story. Please indicate in your application if you are comfortable speaking with the press for this purpose.

### Registration Requirements and Eligibility:

Please note that your registration is *not* guaranteed if you have previously participated in Doula Speed Dating™. All applications will be reconsidered to ensure that a variety of backgrounds are represented for each event.

***New and experienced doulas are welcome and encouraged to apply!***

#### **All participating doulas must meet the following criteria:**

-Have completed training with a recognized doula training facility (i.e. DONA, CAPPA, Childbirth International, Hypnobirthing, Birthing From Within) and provide proof of training with their application

- Be LGBTTTQ friendly
- Be actively practicing doulas (new or experienced)
- Have available spots for doula clients in the 6 months following the event
- offer services in Toronto proper
- Have a fee that falls within \$100 of the rest of the doula participants (usually \$800-\$1000)
- Have paid the registration fee in full by the required deadline

### Cancellation and Refund Policy:

Two weeks notice is required to receive a full refund if you are unable to attend the event. If cancellation occurs within fourteen days of the event, 60% of your fee will be refunded and a 40% retainer fee will be withheld.

### Privacy and Copyrights:

All printed materials for Doula Speed Dating™ by The Nesting Place are protected by copyright laws and cannot be replicated for use outside of this event. This includes but is not limited to applications, posters, handbills, press releases, photographs and event descriptions.

### Contact Information:

Any questions or comments should be directed to Amanda Spakowski at 416-722-3814 or [Amanda@thenestingplace.ca](mailto:Amanda@thenestingplace.ca)

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### Personal Info:

Name: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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Work Info:

Practice Name: \_\_\_\_\_

Type of Doula (circle one):    Birth                      Postpartum                      Antepartum

How long have you been practicing? \_\_\_\_\_ What are your fees? \_\_\_\_\_

What are you working boundaries? *(please list all cities/areas)*  
\_\_\_\_\_

Do you offer any services other than doula care?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Registration Fees and Payment Deadlines:

**All events are held at Urban Chiropractic located at 18 Lola Rd. Registration fees are \$100 +gst, or \$120 + gst if payment is received after the deadline.**

Bundle packages are also available to those who register and pay for multiple events in advance:

- Register for 2 events - \$180 +gst
- Register for 3 events - \$255 +gst
- Register for 4 events - \$320 +gst

2010 Doula Speed Dating™ Events:

- March 1<sup>st</sup> 7pm – Payment due Feb 22nd
- April 22<sup>nd</sup> 7pm - Payment due Mar 17th
- July 12<sup>th</sup> 7pm – Payment due June 10th
- Oct 4<sup>th</sup> 7pm – Payment due Sept 9<sup>th</sup>

Accepted payment methods include cash, email money transfer or cheque payable to Amanda Spakowski. Receipts will be provided.

Please note that your participation is not guaranteed until your registration fee has been submitted.

I am applying for Doula Speed Dating on the following date(s): \_\_\_\_\_

I am comfortable speaking with the media

I would prefer not to speak with the media

I have included proof of my Doula training (copy of certificate or link to list of certified doulas provided by your training facility)

Upon acceptance of your application, please send your registration fee to:

The Nesting Place  
c/o Amanda Spakowski  
1253 Davenport Rd  
Toronto ON M6H 2H2