



Application for Doula Speed Dating™

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 approximately **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 several potential clients in one night
- We typically have less doula spots and then clients, which 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 and money
- 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 6-7 min with all couples in attendance. 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 (listed in Appendix A) that the parents will receive so you can prepare answers to questions in advance. Please note that parents may not ask all or any of these questions. You may want to brainstorm other questions parents may ask.

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:

We are happy to take on the responsibility of promoting and advertising Doula Speed Dating™. In addition to the promotion covered by your Doula Speed Dating™ host, 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, CAPP, Childbirth International, Hypnobirthing, Birthing From Within)
- Provide proof of training with their application (copy of training certificate or website where your certification is listed)

- 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 within 5 km of the event
- 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 materials for Doula Speed Dating™ are protected by copyright laws and cannot be replicated for use outside of this event. This includes but is not limited to applications, posters, logos, handbills, press releases, photographs, the title “Doula Speed Dating” and event descriptions.

Contact Information:

Any questions or comments should be directed to Amanda Spakowski at 416-722-3814 or info@doulaspeeddating.com.

Personal Info:

Name: _____

Home Phone: _____ Work Phone: _____

Email: _____

Mailing Address: _____

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:

The registration fee for a single event is \$100 +GST.

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:

Urban Chiropractic ~ 18 Lola Rd ~ July 12th, Oct 4th ~ 7pm
Hands on Health ~ 4939 Dundas St West ~ May 27th, Aug 19th, Nov 4th ~ 7:30pm

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) and location:

I am comfortable speaking 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/Doula Speed Dating™

c/o Amanda Spakowski

1253 Davenport Rd

Toronto ON M6H 2H2

Appendix A

Sample Questions for Parents:

Are you available the month that I am due?

How do you work with partners during labour?

How would you help us cope with labour?

What training have you had?

Do you offer any other services in addition to doula care?

Do you offer prenatal/postpartum visits? If so how many and what do we do in that time?