



Multi-Day Conference Checklist

Please fill out the following checklist with your preferences. Once you have filled out the checklist, please save the document with all your selections and email it to [Jane Kolleeny](mailto:jane@garrisoninstitute.org), at jane@garrisoninstitute.org.

We will get back to you as soon as possible with an estimate.

Name: _____

Title: _____

Organization: _____

Email: _____

Phone: _____

Estimated number of attendees: _____

Potential dates you would like to book: _____





Multi-Day Conference Checklist

We can provide the following fee-based services to ensure your program is a success.

Overnight Accommodations for Conference Participants

\$250/night (includes three meals)

Deluxe Meal Packages

Breakfast and lunch: \$65/per person; Lunch: \$50/per person; Dinner: \$50/per person

Receptions and Gourmet Snacks for Minimum 30 People

Snacks: \$10/per person; Reception: \$20/per person. Prices do not include alcohol or service charges.

Cooking Demonstration with Shelley Boris, Executive Chef, Fresh Company
(Garrison Institute's professional caterer)

\$1,500

Food & Eating Conversation with Shelley Boris, Executive Chef, Fresh Company
(Garrison Institute's professional caterer)

\$1,500

Exclusive Use of our Main Gathering Space

\$2,500 per day

Exclusive Use of the Building

\$5,000 per day

Yoga, Meditation, and Other Wellness Services

\$250 per hour

Suites for Executives and Use of Private Board Room
\$500 per night

Bonfire Option For Social Events
\$250 per night

Guided Hikes
\$250 each

Concierge
\$1,000 per day (8am-6pm)

24-hour Concierge
\$2,000 per day

Graphic Facilitator
\$2,000

Basic Audio Services (Microphone, soundboard, and training by an
audiovisual consultant)
\$1,200

Additional Projector/Screen
\$300 each

Additional Audiovisual Services
Upon Consultation

Videography (basic editing included)
\$5,000

“Tools for Mindful Leaders” Gift Bag for Participants
\$150 per person



Program Enhancement

Charges for some of the following services listed below can be assessed when we know the extent and programmatic elements of your needs. Please check the box if you'd like to learn more.

A Speakers' Bureau of Notable Experts and Innovators in Leadership, Sustainability, Foresight and Resilience: **Upon Consultation**

If you'd like one of our speakers to give a presentation during your conference, what is your topic of interest? _____

Customized, Organizational Effectiveness Training Programs Based on Mindfulness Provided by World-Renowned Teachers: **Upon Consultation**

Meeting Facilitation: **Upon Consultation**

Event Design: **Upon Consultation**

Presentation Ideation and Design Training by Duarte, a leading consulting firm whose clientele includes almost half of the top 50 brands and global consulting firms. Descriptions of each Duarte training workshop are attached.

Duarte workshops:

Captivate, Full day workshop
\$19,900 for up to 12 people

Resonate, Full day workshop
\$17,900 for up to 30 people

Resonate, Executive half day workshop
\$13,900 for up to 30 executives

Slide:ology, Full day workshop
\$17,900 for up to 30 people

Visual Story, One day workshop
\$18,900 for up to 30 people





Audience	<p>Strong communicators are comfortable, empathetic and dynamic in front of their audience, Those who exhibit these characteristics can present ideas and persuade people to act. Captivate™ provides the foundation to grow into a more effective speaker. VP and Director level communicators, who speak on a regular basis, will find value in Captivate.</p>
Description	<p>Success in today's competitive market requires effective communication skills. Whether presenting to your colleagues, pitching your boss, or trying to persuade customers, the ability to effectively communicate your ideas can be the difference between success and failure.</p> <p>Duarte's Captivate workshop helps attendees become more comfortable, empathetic, and dynamic speakers through a unique combination of lecture, self-assessment, experiential exercises, and live coaching in a small group setting.</p> <p>Duarte's experience creating persuasive presentations for top global organizations forms the foundation of Captivate. Over nearly three decades, we've discovered that the world's most powerful speakers are:</p> <ul style="list-style-type: none"> • Comfortable – they feel at ease in their environment. • Dynamic – they contrast their tone and style to keep the audience's interest. • Empathetic – they connect with the audience. <p>While most communication trainings focus on changing visible behaviors and verbal tics, we've built our training on the deeper underlying causes of those outward signs, enabling long-term transformation instead of short-term improvement.</p>
Pre-Requisites	<p>Previous experience with Duarte content consulting or Academy Resonate™ or VisualStory™ workshop is preferred. Each attendee brings a 5 minute talk – or a 5 minute section of a longer talk – which s/he will deliver four times throughout the day. And, attendees need to email their talk prior to the workshop date.</p>
Learning Objectives	<p>Captivate workshop attendees focus on these learning objectives:</p> <ul style="list-style-type: none"> • Identify the traits of an effective speaker • Evaluate individual strengths and weaknesses in areas of Comfort, Empathy and Dynamism • Diagnose individual purpose, passion and perspective • Deliver messages with relaxed confidence • Shift focus outward, from presenter to audience • Apply vocal variety and dynamic body language to engage the audience
Job Aides	<p>Duarte teaches with Captivate job aids, for use by attendees during and after the workshop:</p> <ul style="list-style-type: none"> • Communicator Traits • CDE Roadmap™ • Signs I'm Giving™ presentation tool

- Requirements**
- Full day workshop: 9:00 am to 5:00 pm, with three 15-minute breaks and one 30-minute lunch
 - Captivate workshop requires our attendees to work analog – no computer is needed
 - However, each attendee needs to come prepared with a five-minute talk (or a five-minute section of a longer talk), which s/he will deliver at least four times throughout the day.
 - Prior to the workshop, we'll ask you to send us a copy of your talk's text. (No, you won't need visuals of any kind. Just the words.)
 - High-quality LCD projector with speakers, a projection screen, podium, and lapel mic
 - Cabaret-style room setup, with up to 6 people working in groups, if possible
 - 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**
- \$19,900 for up to 12 people, which includes:
- Two Duarte facilitators, for 1:6 coaching
 - Captivate Workbook and job aids

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

- Terms + Conditions**
- 25% to 50% non-refundable deposit (pending credit check for new clients) is due payable upon signing of this agreement and scheduling of workshop date. The final payment is due payable at the conclusion of the workshop. 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 cancellation and rescheduling notices must be made in writing and delivered by mail, fax or email. If notice is received of cancellation within 21 calendar days of engagement, the full workshop fee is due. A rescheduling fee of 25% of the total workshop fee will be assessed should the workshop date change within 14 days of the scheduled date. For any cancellation or rescheduling of a Workshop by Client outside of those timeframes, Client shall reimburse Duarte for any expenses incurred that cannot reasonably be mitigated or avoided. Upon engagement, Duarte Inc. will provide client with a formal Project Proposal, for signature.

- About Duarte**
- Since 1988, Duarte has created presentations for the world's most innovative companies including Adobe, Cisco, Citrix, Electronic Arts, Food Network, HP, Disney, Facebook, Google, Genentech, Kaiser Permanente, SunPower, Humana, Intel, Symantec and Twitter. Duarte also partners with TED and Pop!Tech, and worked with Al Gore to develop the presentation that became the Academy Award winning documentary *An Inconvenient Truth*. Duarte has trained individuals and organizations within the financial, healthcare, pharmaceutical, packaged goods, marketing and advertising, education, high-tech, biotech, and non-profit markets.



Audience Every day, leaders convey ideas, change minds, and persuade people to act. Resonate™ teaches timeless principles of story that transform audiences and initiate action. The full day workshop is open to all who develop content for critical presentations, primarily those at the director level and above.

Description Persuasion is the currency of business communication - and those who master communicating through presentations rise faster than their peers, reach more customers than their competitors, and turn ideas into groundswells.

Resonate establishes a new method of content development that dramatically improves persuasive communication. Topics include:

- The Power and Structure of Story
- The Presentation Form™ – the shape of great communications
- Audience Journey™ – and your role as the presenter
- The StoryMap™ – writing content that resonates with your audience

Using the StoryMap, attendees learn to understand the context of a presentation, to work within a story framework, create audience empathy and emotional appeal, generate unique ideas, group and arrange messages for greater impact, and strengthen their structure with story attributes and S.T.A.R. moments. Throughout the day, attendees vet their ideas in peer groups, and receive real-time feedback to build meaningful content that compels people to take action.

Pre-Requisites Each attendee brings a presentation that he or she must rewrite. Attendees won't need their computers. We'll spend the day crafting meaningful messages, sharing with peers, and creating content without the help of application software – we call this “working analog.”

Learning Objectives Resonate workshop attendees focus on these learning objectives:

- Examine the business case for story – why organizations should adopt storytelling
- Analyze the structure of story
- Write the audience journey
- Identify the Big Idea
- Identify sources of audience resistance
- Practice rapid brainstorms to generate ideas with peers
- Build emotional appeal to connect your message to the audience
- Recall and catalog personal stories
- Strengthen story turning points
- Map content to the Presentation Form

Job Aides Duarte teaches with Resonate job aids, for use by attendees during and after the workshop:

- Presentation Form™
- StoryMap™

- StoryJournal™
- Resonate Reference Card
- Audience Card

Requirements

- Full day workshop: 9:00 am to 5:00 pm, with three 15-minute breaks and one 30-minute lunch
- Resonate workshop requires our attendees to work analog – no computer is needed
- High-quality LCD projector with speakers, a projection screen, podium, and lapel mic
- Cabaret-style room setup, 3-4 people working in groups, if possible
- 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

\$17,900 for up to 30 people, which includes:

- One copy of *Resonate, Present Visual Stories that Transform Audiences* for each attendee
- StoryMap, StoryJournal, *Resonate* reference card, pens and sticky notes

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

Terms + Conditions

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Audience	<p>Around the world, leaders convey ideas, change minds, and persuade people to act. Resonate™ Executive Half Day teaches time-tested principles of story that transform audiences and initiate action. This concentrated half day workshop is open to executive leadership responsible for message development for critical communications.</p>
Description	<p>Presentations are about change. Businesses, and the leaders within, have to change and adapt in order to stay alive. Rallying stakeholders to move together towards a common goal is key to the innovation process. Leaders need to be skillful at creating persuasive communication if their organization is to control its own destiny.</p> <p>Resonate Executive Half Day establishes a new method of content development that dramatically improves persuasive communication. Topics include:</p> <ul style="list-style-type: none">• Audience Journey™ – and your role as the presenter• The Presentation Form™ – the shape of great communications• The StoryMap Plus™ – writing content that resonates with your audience <p>Key to any presentation or persuasive conversation is the audience, and attendees empathetically analyze their audience, craft their Big Idea, and define their audience's transformation using the concept of Move From / Move To. Over four hours, attendees work with their department and cross functional peers, leveraging Duarte's StoryMap to build their unique message within a story framework.</p>
Pre-Requisites	<p>Each attendee brings a presentation that he or she will rewrite – or the kernel of an idea to create a new presentation. Attendees won't need their computers. Our four hours will focus on crafting meaningful messages, sharing with peers, and creating content without the help of application software – we call this “working analog.”</p>
Learning Objectives	<p>Resonate workshop attendees focus on these learning objectives:</p> <ul style="list-style-type: none">• Examine the business case for story – why organizations should adopt storytelling• Identify the Big Idea and define the audience transformation.• Build emotional appeal to connect your message to the audience• Write content, leveraging contrast to clarify message• Map content to the Presentation Form
Job Aides	<p>Duarte teaches with Resonate job aids, for use by attendees during and after the workshop:</p> <ul style="list-style-type: none">• Presentation Form™• StoryMap Plus™• Resonate Reference Card• Audience Card

Requirements	<ul style="list-style-type: none"> • Half day workshop: from 8:30 am to 12:30 pm, with two 15-minute breaks • Resonate workshop requires our attendees to work analog – no computer is needed • High-quality LCD projector with speakers, a projection screen, podium, and lapel mic • Cabaret-style room setup, 3-4 people working in groups, if possible • 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	<p>\$13,900 for up to 30 executives, which includes:</p> <ul style="list-style-type: none"> • One copy of <i>Resonate, Present Visual Stories that Transform Audiences</i> for each attendee • StoryMap Plus, StoryJournal, <i>Resonate</i> reference card, pens and sticky notes <p>In addition to the above fee, client will reimburse Duarte for shipment of all workshop materials, and for facilitator's travel expenses, including airfare, lodging, meals, taxi, car rentals, mileage and parking (as applicable).</p>
Terms + Conditions	<p>25% to 50% non-refundable deposit (pending credit check for new clients) is due payable upon signing of this agreement and scheduling of workshop date. The final payment is due payable at the conclusion of the workshop. 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).</p> <p>All cancellation and rescheduling notices must be made in writing and delivered by mail, fax or email. If notice is received of cancellation within 21 calendar days of engagement, the full workshop fee is due. A rescheduling fee of 25% of the total workshop fee will be assessed should the workshop date change within 14 days of the scheduled date. For any cancellation or rescheduling of a Workshop by Client outside of those timeframes, Client shall reimburse Duarte for any expenses incurred that cannot reasonably be mitigated or avoided. Upon engagement, Duarte Inc. will provide client with a formal Project Proposal, for signature.</p>
About Duarte	<p>Since 1988, Duarte has created presentations for the world's most innovative companies including Adobe, Cisco, Citrix, Electronic Arts, Food Network, HP, Disney, Facebook, Google, Genentech, Kaiser Permanente, SunPower, Humana, Intel, Symantec and Twitter. Duarte also partners with TED and Pop!Tech, and worked with Al Gore to develop the presentation that became the Academy Award winning documentary <i>An Inconvenient Truth</i>. Duarte has trained individuals and organizations within the financial, healthcare, pharmaceutical, packaged goods, marketing and advertising, education, high-tech, biotech, and non-profit markets.</p>



Audience Millions of presentations and billions of slides have been produced – and most of them miss the mark. 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. This full day workshop is open to all who create slides for themselves or for someone else.

Description Slide:ology™ will challenge your traditional approach to creating slides by teaching you how to be a visual thinker. Slide:ology gets in your head so when you get back to work, you'll "see" what's wrong with your own slides and have the tools to fix them. In teams, attendees transform ugly, dense slides into a clear visual message by turning words into pictures and simplifying complex concepts.

Based on Nancy Duarte's award-winning book *slide:ology*, our Slide:ology workshop delves into:

- What is design thinking?
- Presentation spectrum – and choosing the best tool to deliver the message
- The Visual Alphabet
- Glance Media – and defining Signal and Noise
- Critique Language – contrast, whitespace, hierarchy, unity and flow
- Slide types – and how to fix them
 - Information Overload
 - Wordy Slides
 - Dense Data
 - Disorganized Slides
- Five Rules for Data Slides
- Add motion if it enhances meaning
- Build brand consistency

Pre-Requisites Attendees need the desire to build visually compelling slides. Attendees won't need their computers. We'll spend the day sketching ideas, sharing with peers, and creating a presentation without the help of application software—we call this "working analog."

Learning Objectives Slide:ology workshop attendees focus on these learning objectives:

- Recognize the value of good visual design in communicating messages
- Compare good visual design principles against typical presentations
- Identify a slide's signal-to-noise ratio
- Diagnose slide problems using the critique language
- Arrange slide elements for clearer audience comprehension

Job Aides Duarte has designed specific job aids to reinforce learning during and after the workshop:

- Presentation Landscape
- Sketchbook
- Presentation Storyboard
- 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
- Slide:ology workshop requires our attendees to work analog – no computer is needed
- High-quality LCD projector with speakers, a projection screen, podium, and lapel mic
- Cabaret-style room setup, 3-4 people working in groups, if possible
- 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

\$17,900 for up to 30 people, which includes:

- One copy of *slide:ology –The Art and Science of Creating Great Presentations* per attendee
- Duarte Sketchbook, Presentation Storyboard, fictitious corporate presentation for rework, pens, and sticky notes

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

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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, podium, and lapel mic
 - Cabaret-style room setup, 3-4 people working in groups, if possible
 - 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**
- \$18,900 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 airfare, lodging, meals, taxi, car rentals, mileage and parking (as applicable).

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