

7. How many nights will be provided for Chris to stay in the hotel?

8. Are there any pre or post-event engagements you would like Chris to attend if his schedule permits? If so, where and when are they scheduled?

9. What are the specific times the day before and the day of the event that Chris will be able to enter the space to do a 30-minute technical run through for his PowerPoint? It is best to have the run-through before guests enter the room.

PROGRAM BREAKDOWN

1. What type of meeting is this? (annual meeting, awards, sales kick-off, etc.)

2. What are the exact times of Chris's speech?

3. Start time: _____ End time: _____

4. Is it acceptable for Chris to go 5-10 minutes over or is this time strict?

5. Is it acceptable if Chris incorporates audience participation exercises, including calling members of your audience on stage during the presentation?

6. Who (if anyone) is on stage directly before Chris and what is their presentation topic?

7. Who (if anyone) is on stage directly after Chris and what is their presentation topic?

8. Who is introducing Chris? (Please see attached "Intro" document for content)

9. What is overarching schedule of the conference and where does Chris fit in?
IE: Three-day company leadership seminar. Chris is the opening speaker. OR.
This is a single event and Chris is our only speaker.
* Please send us a copy of the meeting program if available.

CREATIVE

Conference title and theme:

What is the specific objective of this conference?

What is your organization's mission statement?

In very basic terms, what does your organization do? IE: We create marketing campaigns for athletic companies. OR. We are a hospital that serves 10,000 patients on an annual basis.

What are 2 achievements your organization is most proud of in recent history?

- 1.
- 2.

What is the most important benefit you offer to customers?

In your own words, why is "service" a valuable asset to your organization?

Why did you feel Chris's message matches this event's objectives?

In your organization, what physical location serves as a place of community, a meeting place where people come together to work out solutions to problems or simply let loose? IE: Cafeteria, conference room, basketball court, lounge.

What are 2 or 3 of the most pressing challenges in your organization or industry faces that you would like Chris to address?

- 1.
- 2.
- 3.

What are the main 3 takeaways you would like the audience to leave with?

- 1.
- 2.
- 3.

Are there any specific elements Chris should keep in mind for this audience?

IE: What works best with our group is humor, vulnerability and audience participation. OR. We don't like to laugh; we want to focus strictly on leadership.

Fill in the blank. "I would feel this event was a success if the audience walked away feeling _____."