

<b>Client</b>
<b>Address</b>
<b>Contact</b>

<b>Event</b>
<b>Location</b>
<b>Date Time</b>

**Nothing is more important to Sylvie than making your event a great success**

Thank you for taking the time to complete this questionnaire that allows Sylvie to customize her presentation and ensures nothing slips through the cracks.

**YOUR ORGANIZATION**

<b>Describe what your organization does.</b>	
<b>How many employees and where are they located?</b>	
<b>Who's the CEO (and main leadership team)?</b>	
<b>What are specific benefits you offer to your clients?</b>	
<b>What is the greatest accomplishment your organization achieved this year?</b>	
<b>Is there anything newsworthy to know about your organization lately?</b>	
<b>What trends do you see occurring for your organization or your industry?</b>	
<b>Who are your organization's main competitors?</b>	
<b>Are there any materials you can provide so Sylvie can learn more about your organization?</b>	

**YOUR EVENT**

<b>What is the general overall event theme or focus of your event?</b>	
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<b>What are the key objectives for your event?</b>	
<b>Why did you think Sylvie’s topic is of value for this event?</b>	
<b>Are there any key messages you want Sylvie to reinforce?</b>	
<b>Are there any sensitive issues or topics Sylvie should avoid?</b>	
<b>What did you like/dislike about previous speakers at your events?</b>	
<b>What was it about Sylvie that made you pick her as the speaker for your event?</b>	
<b>What is most important to you in the working relationship with Sylvie?</b>	
<b>How will you measure and know Sylvie’s presentation was a success?</b>	

**AUDIENCE**

<b>How many audience members are expected to participate?</b> <i>(live / virtual)</i>	
<b>What is the demographic breakdown?</b> <i>(age, gender, etc.)</i>	
<b>What are their responsibilities, roles, titles?</b> <i>(please be as specific as possible)</i>	
<b>How can Sylvie refer to the entire group?</b> <i>(job title, function, other?)</i>	
<b>Where are your audience members usually located?</b>	
<b>Who are your audience’s target markets or clients?</b>	
<b>What does your audience sell or offer to their clients?</b>	
<b>Has your audience recently experienced any significant changes?</b>	
<b>What are the biggest challenges your audience is currently facing?</b>	

<b>What are the strengths of your audience members?</b>	
<b>What do they most need to improve on?</b>	
<b>How can Sylvie help your audience best?</b>	
<b>Would you like Sylvie to reach out to any audience members or executives prior to the event? If so, who and how?</b>	
<b>Would you like Sylvie to do any secret shopping or make observations of the audience in their day-to-day environment?</b>	
<b>Any special stories, events or examples you'd like Sylvie to share with this audience?</b>	
<b>Are there key phrases or acronyms this audience uses often?</b>	
<b>Are there key phrases or acronyms Sylvie should avoid?</b>	
<b>Are their key executives or VIPs in the audience?</b>	
<b>Do you want Sylvie to address any sponsors in the audience?</b>	
<b>What has worked or not worked with this audience in the past?</b>	
<b>What do you want the audience to remember when Sylvie's presentation is completed?</b>	
<b>Are there any materials you could provide for Sylvie to learn more about your audience?</b>	

**YOUR MARKETING**

<b>What is the event's Social Media hashtag?</b>	
<b>Any specific platforms you'd like Sylvie to post before, during and after the event?</b>	
<b>Which accounts should Sylvie tag?</b>	
<b>Any specific wording, imagery, style you'd like Sylvie to use on social media?</b>	
<b>How else can Sylvie help promote the event?</b>	

<b>Would you like Sylvie to provide her book(s) to the audience? If so, how?</b> <i>(bulk purchase, back in the room, sponsored)</i>	
<b>Would you like Sylvie to provide free educational materials to the audience?</b> <i>(eBooks, online audit, etc.)</i>	
<b>Will Sylvie’s presentation be video recorded?</b>	<input type="checkbox"/> yes <input type="checkbox"/> no
<b>If yes, please agree to the following:</b> <input type="checkbox"/> We will place a copy of the program in our corporate library not available to the public. <input type="checkbox"/> We will provide Sylvie with a master copy of the program. <input type="checkbox"/> Sylvie is allowed to use short video snippets for her own marketing or educational purposes.	
<b>Will there be a professional photographer?</b>	<input type="checkbox"/> yes <input type="checkbox"/> no
<b>If yes, please agree to the following:</b> <input type="checkbox"/> We will provide Sylvie with a master copy of the pictures in high resolution. <input type="checkbox"/> Sylvie is allowed to use some pictures for her own marketing or educational purposes.	

**EVENT LOGISTICS**

<b>Name of event location</b>	
<b>Address of event location</b>	
<b>Where is Sylvie’s presentation taking place?</b> <i>(auditorium, meeting room, room name, floor, etc.)</i>	
<b>How will the audience be seated?</b> <i>(theater, classroom, herringbone, banquet, etc.)</i>	

<b>Sylvie’s presentation date</b>	
<b>Sylvie’s presentation start time</b>	
<b>Sylvie’s presentation end time</b>	
<b>What happens immediately before Sylvie’s presentation?</b>	
<b>What happens immediately after Sylvie’s presentation?</b>	
<b>When in the entire event lineup is Sylvie’s presentation scheduled?</b> <i>(opening, closing, middle, Day x of y)</i>	
<b>Is there any other presentation or commitment</b>	

<b>you'd like Sylvie to be available for?</b> <i>(breakout, book signing, reception, dinner, etc.)</i>	
<b>Who will introduce Sylvie?</b>	
<b>Who are the other speakers at the event?</b> <i>(please include topic or role)</i>	
<b>Date and time of sound check with AV team?</b>	
<b>Can you describe the stage set up?</b> <i>(width, raisers, backdrop, screens, confidence monitors, etc.)</i>	
<b>Will audience members have WIFI access?</b>	

<b>Sylvie's primary contact at the event</b>	Name: Role: E-Mail: Cell:
<b>Sylvie's technical contact at the event:</b>	Name: Role: E-Mail: Cell:
<b>Who should be contacted in case of any emergency?</b>	Name: Role: E-Mail: Cell:

**TRAVEL**

<b>What's the name of the airport Sylvie will be flying in?</b>	
<b>How far is the airport from hotel or event location and what's the best way to get there?</b>	
<b>What's the hotel name and address Sylvie will be staying?</b>	
<b>Booking made for Sylvie from—to (Date)</b>	
<b>Hotel prepaid by Event organizer</b>	( ) yes ( ) no

<b>Anything else you'd like Sylvie to know?</b>	
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