

How will most of the audience be dressed (i.e., business, business casual, casual)?

How should I be dressed?

Who will be introducing me to your group?

Name: _____ Phone: _____

Why did you select this topic?

When your people leave the program, what three concepts/skills/ideas would you like them to have?

1.

2.

3.

What action would you like them to take?

What comments or suggestions do you have that will help me make this presentation the best your audience has ever had?

III. The Audience/Background

Number attending:

Male %: _____ Female %: _____ Average Age: _____ Age Distribution: _____

Who will attend (Members, supervisors, managers, executives, line staff, professional staff, support)?

Briefly, what is the nature of the work performed by the group?

What separates your high performance people from others?

What are the top three challenges faced by the people who will be in my audience?

1.

2.

3.

What areas of challenge pose the greatest opportunity for improvement, particularly as related to this topic?

Sensitive issues (if any) that should be avoided?

IV. Your Organization/Industry

What is the mission/philosophy statement of your company/organization?

Your organization:

Recent Achievements?

Problems/Challenges?

Breakthroughs?

What is unique about your group?

What is the primary product or service that you offer? What are the two most important benefits you offer to your customers/clients?

Please list any specific in-house jargon, projects, phrases/sayings, buzz words, acronyms, or words applicable to this audience that might be incorporated into the presentation:

Please share any “local color” you may know of relating to the location where this program will be held:

For ideas on content and issues, please provide the names and phone numbers of three people who will be attending the conference/meeting/training. With your permission, I will want to contact them to discover more information about your group.

Name/telephone number:

1.

2.

3.

Your industry:

Recent Achievements?

Problems/Challenges?

Breakthroughs?

V. Logistics/ Travel

Meeting Location: (Please attach address, telephone number, directions)

Meeting room name:

Recommended hotel with address and phone number:

Closest airport:

How should I travel to the hotel (take cab, rent car, driver will pick up, etc.)?

Driver's name:

Phone:

Contact at meeting site:

Name:

Title:

Phone:

Emergency Contact:

Name:

Title:

Business Phone:

Home Phone:

Mobile Phone:

Is it possible for one or two guests to sit in on my program?

Would you like me to call you to discuss any of these items?

yes no

*****Please send me a meeting agenda as soon as possible***
Include any brochures, advertising materials, etc. related to your event.**

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