



KEYNOTE SPEAKER / ENTERTAINMENT EVENT QUESTIONNAIRE

SPEAKER NAME:

APPEARANCE DATE:

CLIENT COMPANY:

COMPANY WEBSITE:

TOPIC:

GENERAL BACKGROUND INFORMATION

NOTE: ISB would appreciate receiving printed material (invitations, brochures, newsletters, etc.) about your company and this event. This will help the speaker tailor their presentation, and ultimately leave a more lasting impression on your audience.

1. Please provide a brief description of your organization:

2. Please list any key issues, trends or challenges that are pertinent to your organization's industry both today and for the future:

3. Which target markets/industry does your organization primarily focus on?

4. Provide any additional information that you feel the Speaker should know about your organization that will help him/her prepare for your event:

5. Organization's web address: _____

THE PROGRAM

1. Please give a complete, detailed schedule for your program, from beginning to end. Where does the Speaker fit in?

Time

Function

2. What are the specific objectives of your meeting / event? _____

3. What would you like the presentation to accomplish for the audience?

4. How long do you envision the Speaker speaking for? _____

5. Why did you choose this Speaker for your event? _____

6. What speakers have you used in the past? _____

7. Are there any other speakers on this program?

Name

Date/Time

Topic

8. Is there time for Q & A or audience interaction with the Speaker? *If applicable, please be prepared to discuss with us some "sample" questions that the Speaker can have in mind to get the ball rolling in case the audience needs to be "warmed up" for the Q & A.*

AUDIENCE ANALYSIS

1. Audience description:

Approximate number attending: _____

% Men: _____

% Women: _____

Average Ages: _____

Spouses? _____

International Attendance? _____

Please describe the attendees, including positions of those attending? (Open to public, company employees, sales team, etc.)

3. What are the three or four major day-to-day challenges of the individuals in the audience?

4. Are there any sensitive issues that should be avoided? _____
