

11. Exactly when does Kimberly begin speaking?

12. What time does she finish speaking?

13. What time is sound check?

14. Major objectives of this event:

1.

2.

3.

15. Specific objectives for Kimberly Davis' session:

1.

2.

3.

16. Are there any key issues, subjects, words, phrases, concepts, "hot buttons" that are taboo or people feel negatively about and should be avoided?

17. Language: Please list some in-house or market-specific jargon, phrases, acronyms or other words that might be appropriate for incorporation.

18. What did they like about speakers they've heard in the past? What did they not like?
Why did you select me?

19. Who else is speaking at this event?

1.

2.

3.

20. Will Kimberly's presentation be video recorded? Yes No

Audience Analysis

1. Size of Audience: %Men %Women

2. Average Age:

3. General description of Attendees:

4. Will attendees be co-workers, leader/follower, or a mixture? Are they acquainted with each other? Any potential problems, competitive factors, peer pressure, or other dynamics that I should know about?

5. Are there any language or literacy barriers? If so, what percentage?

6. Please describe the group (circle as many as you like and feel free to add to this list):

fun-loving

willing to participate

serious

open and cooperative

self-conscious

demanding

high ego

aloof

reflective

stressed

overwhelmed

excited

7. Current Challenges/ Issues experienced in your industry:

8. How will this program be advertised and participants recruited?

9. Voluntary or mandatory attendance?

10. Any “hot” books in the industry?

Logistics

1. Seating arrangements to be used: Theatre Classroom Round Tables Square Tables
2. (For evening keynotes) Will there be alcohol served before or during this presentation:
Yes No
3. What kind of microphone will be used?
Handheld Lapel Headset No mic needed (fewer than 30 people)
4. Would you like Kimberly to bring her computer for the presentation or provide her slides on a thumb-drive? (Please note: Kimberly has a MacBook and will need to ensure the proper connectors are available.)
5. Do you want handouts to be provided for the audience? (If so, it is our assumption that you will be managing the printing and the distribution of the handouts)

6. Who is in charge of providing audio/ visual and room-set up requirements?

NAME:

TITLE:

PHONE (WK):

CELL:

Travel

Accommodations:

Will Kimberly’s hotel accommodations be part of group room block/master billed or should it be included in the travel fee?

If part of group room block/master billed:

Hotel Room reserved for Kimberly at:

Hotel Phone:

Confirmation #:

Reservation Date:

Nearest Airport:

Airport transfers: Client to arrange Planner to arrange

Car Service Co:

Confirmation #:

Emergency Phone:

Social Media - Please answer the following if relevant:

1. Will you be marketing your meeting on the Internet? Yes No
2. If yes, would you like to link to Kimberly's website to create excitement for her presentation? Yes No
3. Twitter name of organization/event/person for Kimberly to follow:
4. Twitter hashtag of the event, conference or organization:
5. Facebook page for the event, conference or organization:
6. LinkedIn page;
7. Are there any other social media networks you would like Kimberly to connect with?

Resource Materials

Check (or bold) the items you choose to significantly leverage the value of Kimberly's keynote:

- 1. Pre-order Kimberly's soon-to-be-released book, ***Brave Leadership – Unleash Your Most Confident, Powerful, and Authentic Self to Get the Results You Need*** (clients receive bulk discounts).

3. Articles written by Kimberly for your company newsletter.

4. Personalized e-mail detailing Kimberly's key points (provide point person's email here):

How did you decide to hire Kimberly? Video Referral Live Presentation Other

Please explain:

Assuming that Kimberly's presentation is a huge success, would you be willing to supply her with a testimonial after her presentation? Yes No

If so, who is the highest ranking or most appropriate person we could reach out to for this testimonial?

Is there anything further that we didn't ask that you think we should know or that your organization requires from Kimberly Davis and our team at this point?