

MARK BLACK

TURNING ADVERSITY INTO YOUR COMPETITIVE ADVANTAGE

These questions are designed to assist the speaker prepare a program specifically suited to the needs of your group. Please take a moment to answer all the questions fully and e-mail the form to my office. Please do not answer any questions that you feel are not valid or may not pertain to your particular event. Mark appreciates receiving any printed information on your group that may help us with background information (e.g., corporate reports, news items, in-house publications, products, services, employees, etc.). Thank you for your help!

Client Name:

Presentation Title:

Date of Presentation:

Time Frame: Start Time: End Time: Any breaks? Y N

What is on the program just before Mark?

What happens on the program right after Mark?

Appropriate dress for the presentation?

Conference title and theme:

Specific purpose of this meeting/session (e.g., awards banquet, annual meeting, etc.)?

Specific objectives for Mark's presentation?

Sensitive issues that should be avoided?

Introducer's name and contact info:

Is there any publicity that the speaker may help you with while at your event? Y or N

Radio

Television

Other

Who are the other speakers on the program?

Speaker

Topic

Speaker

Topic

What speakers have you used in the past that covered topics related to Mark's?

What did you like and/or dislike? Withhold their names if you like, but do comment on the material they used.

What comments or suggestions do you have that will assist the speaker in making this presentation the best possible?

THE AUDIENCE

Total number attending: Spouses attending? Y N

Percentage male/female:

Average age:

Average annual income:

Educational background

Major job responsibilities of audience:

Will there be any "special guests?" Please explain.

Why is your group attending this meeting (voluntary, mandatory, etc.)?

Please provide the names and positions of three main "movers and shakers" in your organization that will be in the audience, who are well known and well liked. The speaker may joke with them or call on them if the need arises. The speaker may also want to contact them for more research information on your group (with your permission, of course).

Name:	Email:
Name:	Email:
Name	Email:

Problems?

Challenges?

Breakthroughs?

What separates your high-performance people from others?

TELL ME ABOUT YOUR INDUSTRY/PROFESSION

Problems?

Challenges?

Breakthroughs?

TELL ME ABOUT YOUR ORGANIZATION

Problems?

Challenges?

Breakthroughs?

Significant events? Mergers? Relocations?

TRAVEL INFORMATION

Location of presentation and venue name:

Address:

Phone:

Location at the site (room-name, etc.):

Airport to arrive at:

How will Mark be transported from the airport to your site? Taxi? Rental Car? Driver?

Driver's Name:

Phone & Cell:

If an emergency occurs on the way to the site, who would be an alternate contact if you were unavailable?

Name:

Business phone:

Home Phone:

Cell Phone:

Any other comments that would be of assistance to the speaker: