

Pre-Event Brief, Outcomes & Logistics

To help achieve the best event program, we have created this briefing questionnaire. If it looks like just another job to add to your workload then please don't give it another thought. Ian or one of our team can run through the most important questions very quickly in a phone or face-to-face briefing. Phone your Bureau to organise a briefing time with Ian or simply fax it back to your Bureau and they will contact you with any questions.

1. Your Event

Date(s) of conference: _____ Date of Ian's presentation: _____

Event name: _____

Event theme / purpose (eg Awards dinner, AGM, conference): _____

Title of Ian's Presentation: _____

Main objective: _____

Ian's Presentation time: Start: _____ Finish: _____

Who's introducing Ian?: Name and title please: _____

If presentation is during a meal, please confirm *exactly* which stage it is to be made (eg. between entrée & main; before breakfast; pre-drinks): _____

What is happening before Ian's presentation? _____

What is happening after Ian's presentation? _____

Dress code for function: (black tie / casual?) _____

2. Venue

Venue name & address: _____

Venue phone: () _____ Venue fax: () _____

Can you pre-organise parking at the venue? Yes No

Could you please provide pens for participants? Yes No

Presentation room name: _____

What type of platform will be available? Yes No Type: _____

What is the room format (theatre style, round tables)? _____

What time will the room be available for Ian to check equipment/set up? _____

Contact on arrival at the venue? Name: _____ Mobile: _____

Could you please provide the agenda for entire event and any other programs or printed material relating to your event.

3. Delegates

How many attendees are you expecting? _____ Are partners attending? Yes No

Average age of audience? _____ % of Males / Females _____ / _____

General description of audience (sales, retail, management, admin): _____

Two things you feel are **most important** for Ian to know about this group e.g problems, challenges, breakthroughs currently being experienced by your industry, organisation, people:

1.) _____

2.) _____

What are the **most stressful** aspects of this audience's work/lives? _____

What specific **behaviours** separate your highest performing people from the other team members? _____

4. Program Outcomes

What are your **specific objectives** for Ian's sessions(s)? _____

What **results** do you want to achieve as a consequence of Ian's sessions(s)? _____

Bottom Line – how will you know when this has been achieved? _____

What other assistance will your organisation be providing to reach these objectives? _____

Would it be useful for us to provide you with some additional ideas? Yes No

What type of **presentation style** do you want for your delegates? (rate as a percentage)

_____ **Inspirational / Motivational:** (Delegates get an immediate buzz)

_____ **Content / Education Oriented:** (The material is relevant, new & insightful)

_____ **Action Oriented:** (Delegates have an action plan for any of the ideas)

_____ **Fun / Entertaining:** (Delegates leave laughing - a fun session)

What would be a suitable date for a post-event follow up? _____

Please complete and return to your Bureau by fax or email.

5. Transport & Accommodation (If required)

Transport / Air Flights: Has it been booked for Ian?

Yes

No

If so – please Qantas flight details: **Depart:** _____ **Return:** _____

What transport has been arranged to and from hotel/venue? _____

Accommodation: Has it been booked for Ian? Yes

No

If so – please confirm details: Check in time: _____ Check out time: _____

Hotel name and address: _____

Phone: (.....) Fax: (.....)

Additional Functions: Are there any additional functions where Ian's attendance may be required (eg. Post event dinner, lunch, etc) if so please supply times, venue & appropriate dress: _____

Thanks!

Could you please provide the agenda for entire event and any other programs or printed material relating to your event.

Please complete and return to your Bureau by fax or email.