**EVENT TAILORING FORM**

***The Presentation*:**

* Name of Group:
* Date of Presentation:
* Name of Event/Theme:

***Meeting Times***

* Meeting time- Begin:
* Meeting time- End:
* Christine’s Program Time- Begin:
* Christine’s Program Time- End:

***Travel & Logistics***

* Christine’s transportation to the airport and venue?
* Hotel Name:
* Hotel Address:
* Hotel Phone:
* Christine’s Hotel Confirmation #:
* Will the hotel be billed to your master account?
* What is the room set-up (rounds, theatre, classroom?)
* Are there any events the night prior?
* What will happen immediately before Christine’s talk?
* What will happen immediately after Christine’s talk?
* When will the room be empty for A/V setup and sound check?:
* Primary contact on-site:
* Cell phone:
* Christine’s Introducer (Christine will send intro):

***The Audience***

* General job responsibilities of attendees:

**Personality traits- name a few people in different areas that represent each style:**

***Who person* (knows everyone, keeps snacks at desk, social)**

***Why person* (big ideas, fast pace, fun, rebel)**

***What person* (driven, leader, task oriented)**

***How person* (analytical, organized, clean desk)**

***Happy People*:**

* **What challenges are your people currently experiencing?**
* **What specific objectives and ideas do you want your group to learn from my session?**
* **Any running jokes or inside humor buttons? (broken equipment, crazy policies, quirky member traits, industry jokes)**

* **What are they proud of?**
* **Any other information you think I need to know?**

**EVENT HASHTAG:**

***Meeting Info***

* What is the theme for your event, if any?
* What is your main objective and how can I best help you achieve it?
* If there were a "common enemy" for your group (e.g., competitor, gov. agency, industry, etc.), who would it be, and why? In other words, who do you "love to hate," and why?
* What is the biggest misconception people (or your customers/clients) have about your industry, or the people in your industry?
* Are there any running jokes, buzzwords, inside humor buttons or pet peeves?
* Is there any "local color" (e.g., new company policy, broken piece of equipment, frustrating software upgrade, local hang-out, etc.) that Christine could incorporate into her presentation?
* Is there anything Christine should NOT mention, or sensitive areas she should avoid?
* Who have you had speak in the past?
* How will I know our time together has been successful?
* How would you like your attendees feeling as they walk out of the room?
* What else do I need to know to WOW your audience?

Looking so forward to partnering with you!