

- d. Hotel shuttle? No Yes
 - i. Where does he board the shuttle?
- 6. How will Dr. Conrad get from the airport to the hotel?
 - a. Arranged car or limo service? No Yes
 - i. If yes, name and phone number of service?
 - b. Taxi? No Yes
 - c. Hotel shuttle? No Yes
 - i. Where does he board the shuttle?

ORGANIZATION/EVENT AND AUDIENCE PROFILE

1. Please provide a brief description of your organization.
2. Who is your organization's target market?
3. Who will be attending (i.e., executives, managers, employees, customers, clients)?
3. What is the product or service offered by attendees?
4. Demographics:
 - a. %Male - %Female -
 - b. Average age - Age range -
 - c. Average tenure - Tenure range -
 - d. %who manage or supervise -
 - e. Education range -
 - f. Is the meeting mandatory or voluntary?
 - g. Other -
8. What are the names and titles of your top executives who will be attending the event?
9. Who are your primary competitors?
10. What kind of year did your group have last year? This year?
11. What have been the most significant changes in the last year:
 - a. In your company?
 - b. In your industry?

12. Why did you choose Dr. Conrad to present at this event?

13. What are your the most important objectives for Dr. Conrad's presentation?

- a.
- b.
- c.

14. Are there any sensitive issues that should be avoided?

15. What is happening BEFORE Dr. Conrad's presentation?

16. What is happening AFTER Dr. Conrad's presentation?

17. Are there other speakers?

- a. If so, what are their topics?

18. What is the appropriate attire for event? Formal Business Business Casual

AUDIO/VISUAL REQUIREMENTS

19. Will there be an LCD projector set up for Dr. Conrad's presentation.

20. What type of microphone will he use? Wireless lapel Wireless headset

21. Will there be a raised platform?

22. How will the audience be arranged?

Thank you for taking the time to provide the above information. We look forward to making your event a sparkling success!