



**EMPROVE**  
PERFORMANCE GROUP

# Keynote Services Questionnaire

Event Name: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Event Topic/Theme: \_\_\_\_\_

Length of Keynote (in minutes): \_\_\_\_\_ Hard Start/Stop?: Yes  No  Soft Start/Stop?: Yes  No

## 1. Primary Contact

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## 2. Secondary Contact

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## 3. Meeting/Venue Location

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Meeting Room: \_\_\_\_\_

## 4. Accommodations

Preferred hotel name and location: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## 5. Travel

Closest Airport: \_\_\_\_\_

Distance to Meeting (miles and time) \_\_\_\_\_ Distance to Hotel (miles and time) \_\_\_\_\_

Best way to get to the hotel \_\_\_\_\_  
(e.g. Hotel Shuttle, Limo, Town Car Service, Other)



**6. The Meeting**

Start time: \_\_\_\_\_ End Time: \_\_\_\_\_

Dieter's start time and end time: \_\_\_\_\_

Meeting attire: \_\_\_\_\_  
(e.g. Black Tie, Business, Business Casual, Casual, Other)

Activities before and after Dieter presentation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who will introduce Dieter?: Name: \_\_\_\_\_ Title/Function: \_\_\_\_\_

Specific purpose of the meeting: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Three primary objectives for the meeting:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Additional presentations: \_\_\_\_\_ Length of presentation/s, if applicable: \_\_\_\_\_

Meeting Miscellaneous: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7. The Organization**

Brief description of your organization: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(e.g. Type of Industry, Product, Service, etc.)

Brief description of your audience: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**The Organization** *(continued)*

Career Level: \_\_\_\_\_  
(e.g. Individual Contributor, Management, Executive):

Male/Female %: \_\_\_\_\_ Age Range: \_\_\_\_\_

Spouses Welcome: \_\_\_\_\_ Number of Anticipated Participants: \_\_\_\_\_

Audience Dynamics: \_\_\_\_\_

\_\_\_\_\_  
(e.g. Conservative, High-Energy, Stressed, Tense, Reserved, Fun, etc.)

Important/Pertinent data for this event: \_\_\_\_\_

\_\_\_\_\_  
(e.g. company/personal challenges)

What should be reinforced during presentation?: \_\_\_\_\_

What should be avoided during presentation?: \_\_\_\_\_

What can Emprove do to assist in making this event a success?: \_\_\_\_\_

What do participants expect from this session?: \_\_\_\_\_

What is your organization's Mission Statement?: \_\_\_\_\_

Key Phrases of Organization: \_\_\_\_\_



**The Organization** *(continued)*

Primary Products/Services: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Primary Competitor(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Group Uniqueness?: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8. Keynote Delivery/Style**

In your opinion, list three or four adjectives that describe a successful speaker.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**9. Misc. Notes**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did you hear about us? (e.g. Dieter, Emprove Performance Group)? Please be specific. \_\_\_\_\_  
\_\_\_\_\_

