- Client Name \*
  - First Name Last Name
- Contact Name
  - First Name Last Name
- Phone Number \*
  - -Area Code Phone Number
- Fax Number
  - -Area Code Phone Number
- Business Address
  - Street Address

City State / Province

Postal / Zip Code

- E-mail \*
- Program Title
- Dates of Convention/Event
- Name of Event Location
- Event Location Address

Street Address

City State / Province

Postal / Zip Code

- Event Location Phone Number
  - -Area Code Phone Number
- Closest Airport
- Distance from the Airport
- How will Kris be Transported from the Airport

Taxi Limo Other Kris will arrange

- What Hotel will Kris be Staying In?
- Hotel Phone Number
  - -Area Code Phone Number
- Address of hotel if different from event location.

Street Address

City State / Province

Postal / Zip Code

Will this be Charged to Your Master Account?

Yes No

• Brief description of those who will be attending your event

- Number Of Attendees
  Are spouses invited?
  Yes No

  Approximate % of males
  - 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
- Approximate % of females

" "same as above

- Average age of audience
- Age range in audience
- What is the theme of your event?
- What is the purpose of this meeting? Annual convention, training, sales seminar, etc.
- Please provide company mission statement:
- Meeting objectives: (What are the three most important things you want to hear your people say as they leave the event)
- Please give a brief description of your industry/association.
- What are some of the challenges the target audience is currently facing?
- Please list job responsibilities of those in the audience.
- Are there any sensitive issues Kris should be aware of?
- What are some of the accomplishments the audience has attained in the last 12 months?
- What are the most significant events that have occured in your industry or organization during the past year? (ie. mergers, cutbacks, relocations, etc.)
- Can you provide annual reports, such as progress reports and/or sales results? If "Yes", please email them to Kris

Yes No

- What is the primary product/service that you offer?
- What differentiates your product/service from that of your competitors?
- What are your weaknesses in comparison to your competitors?
- What are your strengths in comparison to your competitors?
- Please list three major competitors in your industry.
- Please list previous speakers that have spoken to this group
- What other speakers will be presenting at this same meeting? Please also include their speaking topics.
- Who will be introducing Kris? (Please include title / Introduction for Kris will be provided)
- What date does Kris speak?

-Month -Day Year 🔣

- What is the appropriate attire for Kris's presentation?
- What time does Kris's presentation begin?

2 3 4 5 7 :Hour 00 8 9 10 11 12 20 30 40 50 Minutes 10 AM PM

• What time does Kris's presentation end?



- What takes place immediately before Kris speaks?
- What takes place immediately after Kris speaks?
- \*Please feel free to send a program agenda to Kris.
- Who will be Kris's contact once he arrives? Please give contact #, cell #, emergency #:
- Is there any other information that Kris should be aware of prior to the event?