



Self Brand Client Questionnaire

Name

Company

Event

Title of Event

Theme of Event

Date

Time of Talk

Length of Talk

About the Audience

Describe who will be in the audience(top performing sales people, senior executives, etc)

Number of People

Anything specific you want me to know about this group

About the Company

What do you want to accomplish at this meeting?

What do your want to accomplish with my talk?

Are there specific issues about the company or the culture that I should know about?

What kind of talks have not worked well in the past? Are there specific hot buttons I should know about?

What topics would be of particular interest to this group? Why?

Can you describe the kind of speakers and talks that have been successful in the past?

Is there anything else you could share that might be helpful as I plan my talk?

Could you provide the names of three people that will be in the audience that I could talk to as I develop a custom speech for this group?

Meeting Specifics

Meeting Location

Contact Person

Contact Phone numbers

What is happening prior to the time I will be speaking?

Attire?

Travel Arrangements

Will you be providing transportation to the meeting location?

If so, who is the contact person and phone number?

