

Michael D. Brown Pre-Event Inquest

Please fax to 1-800-891-4256 or email to speak@themichaeldbrown.com

This pre-event inquest is to assist The Michael D. Brown Enterprise in preparation of Michael's presentation to your team/group. Michael's objective is to exceed your specific expectations and leave you with Fresh Results! Please take a few moments to respond to this inquest. Please feel free to submit any additional information that will assist Michael in exceeding your expectations. We look forward to serving you!

Name of organization: _____

Name of Meeting Planner: _____ Telephone: _____

Email Address: _____ Fax: _____

Program

Program Date: _____ Day of Week: _____

Program Start time: _____ Location: (City/State) _____

Start time of Michael's speech: _____ Length (total minutes): _____

Meeting/Program objective(s): _____

Theme and title: _____

Name and title of Michael's introducer: _____

Audience

Demographics:

Size of audience: _____

Men%: _____

Women%: _____

Age Range _____ to _____

Spouses present: ☐ Yes ☐ No

Tell me more about your organization and who will be attending (i.e. business of organization, titles of participants, work they do): _____

What is your target market?

Who in the audience should Michael take special note of:

Name: _____ Reason: _____
Name: _____ Reason: _____
Name: _____ Reason: _____

List three (3) important things Michael should know about this audience:

1. _____

2. _____

3. _____

List what you are most proud of as it relates to this audience: _____

What are some specific examples of what your people (or you) do to "exceed expectations" in the area I'm discussing? Please list any names I may use as examples: _____

Background

What is the greatest opportunity/challenge you or your team face on the job that relates to my topic:

List the greatest opportunity/challenge facing this audience/industry:

Why did you choose Michael for your program/event?

Given Michael's area of expertise, what thoughts would you like conveyed by him to your audience i.e. main concept, information, "how-to knowledge", etc.? And how do you want the attendees to feel after hearing Michael?

How will you evaluate the success of the program Michael conducts?

Who else is speaking at this event?

Who spoke last year and what did you like most and like least?

What is happening before Michael speaks?

What is happening after Michael speaks?

Are there any buzzwords or terms Michael should be aware of?

Would you like Michael to participate in any scheduled functions?

☐ Yes ☐ No

If yes, Time: _____ Location: _____

Event: _____ Dress: _____

Please give names and phone numbers for the following persons affiliated with your organization who can discuss with Michael issues, challenges, solutions and recent success stories about your organization:

CEO/President/Div. Head _____ Phone _____

HR Director _____ Phone _____

Other Key Person _____ Phone _____

Learning Tools

Visit our online store for products. Most audiences want something to help them continue learning after the presentation. What do you prefer?

Please check:

- ☐ Purchase at quantity discount to distribute to participants at event.
- ☐ Offer learning material for purchase at the event.
- ☐ Let participants order materials

