
THE EVENT

Event Title:

Event Description:

Event Dates & Times:

Event or Speaker Theme(s):

Speaker Appearance
Date/Time(s):

Type of Meeting/Conference:
(awards, annual, training)

Specific objectives for speaker
presentation:

Seymour Segnit's role in the
program:

(opening or closing keynote,
seminar or luncheon speaker, etc.)

Sensitive issues to avoid in
presentation:

Will attendees be eating during
Seymour Segnit's presentation?: Yes
 No

Will there be coffee/lunch break
before or after Seymour Segnit's
presentation?: Yes
 No

Will Seymour Segnit be granted
promotional opportunities at
event?: Yes
 No

Who will be the master of
ceremonies?:
(name & title)

Who will be introducing
Seymour Segnit?:
(name & title)

List additional professional
speakers & topics:

List professional speakers you
have used in the past:

Specific likes/dislikes about
their performance:

AUDIENCE/ATTENDEE ANALYSIS

Number of expected attendees:

Number of booked attendees:

Are spouses invited?: Yes
 No

Percentage of males versus females:

Average age of attendees:

Average income of attendees:

Attendee positions:

(sales, marketing, managers, etc.)

Main company/association concerns/frustrations that you would like to see change and improve:

Area your company would like to improve:

COMPANY PROFILE INFORMATION

Main things we should know about your company/group:

What your company does:

Target markets/industries for your organization:

Your average customer:

The primary product/service that you sell:

Your major competitors: