*Please type your answers directly into this document, save, and email back to* [*kathleen@kathleen-coleman.com*](mailto:kathleen@kathleen-coleman.com)*.*

**Group Name:**

**Date of the Event:**

**All questions may not apply to your group, so please fill out when appropriate**

1. What is your conference theme?

2. What are your specific objectives for Kathleen’s presentation?

3. Are there any sensitive issues that should be avoided?

4. Time frame of presentation – Start time: End Time:

5. What takes place immediately before and after Kathleen’s presentation?

6. Who are the other speakers on the program? (if any)?

7. What other professional speakers have you had in the past?

8. What did you like/dislike about their performance that you would like repeated or avoided? (You don’t have to mention the specific names, just the elements that either served or distracted from your group.)

9. How many audience members do you anticipate?

10. Is this a specialized group or general public? If specialized, please explain details.

11. Please list (3) items you believe that should know before addressing your group:

1.

2.

3.

12. What are the most significant events that have occurred in your industry, organization, school and/or group this year?

13. Audience demographics:

Size:

Percentage of men: %

Percentage of women: %

Spouses: yes no

Average age of group?

General description of attendees:

14. What is your goal for your audience? (The most important question)

15. Please provide a brief description of your organization: