

PRE-PROGRAM QUESTIONNAIRE FOR BOOKING RYAN AVERY

Thank you for hiring Ryan Avery to speak at your next event. We look forward to working with you. The below information will help ensure your event is a success and Ryan's keynote/training motivates, inspires and gives your audience the tools they need to maximize their potential. The questions below are crafted from experience on what helps to ensure the quality of the speech and the success of your event. Please feel free to skip over any questions that merely duplicate answers to previous questions or those we already have answers to. Thank you!

PERSON RESPONSIBLE FOR COORDINATING RYAN AVERY TO SPEAK

Name: _____ **Company:** _____
Title: _____
Physical Address: _____
Email Address: _____ **Phone Number:** _____
LinkedIn Profile: _____

BEST TIME TO CALL

Time: _____ **Days:** _____ **Time Zone:** _____

Please attach a picture or link to online profile such as LinkedIn or Facebook of this coordinator.

PERSON IN CHARGE OF COORDINATING RYAN AVERY WHILE ONSITE (if different than above)

Name: _____ **Company:** _____
Title: _____
Physical Address: _____
Email Address: _____ **Phone Number:** _____
LinkedIn Profile: _____

BEST TIME TO CALL

Time: _____ **Days:** _____ **Time Zone:** _____

Please attach a picture or link to online profile such as LinkedIn or Facebook of this coordinator.

THE PROGRAM

1 Why did you hire Ryan and what is most important to you in the working relationship with Ryan?

2 What is the specific purpose of your event?

3 What is the theme of your event/meeting?

4 What type of meeting is it?

- Annual meeting Awards ceremony Sales kick-off Company training
 Other _____

5 How will you measure the success of the event?

6 What specific topics should be avoided, if any?

7 Have you used speakers in the past for this program? If so, who? What did you like and dislike about their keynote?

8 Where will Ryan be sitting before he delivers his keynote?

Head table Back of room Behind stage

Other _____

9 Where will Ryan be sitting after he delivers his keynote?

Head table Back of room Behind stage

Other _____

10 Who is on the program right before Ryan and how long will they speak? What are they talking about?

11 Who (if anyone) is on the program right after Ryan and how long will they speak? What are they talking about?

12 If you belong to an association related to your industry, are there three contacts Ryan can connect with to find out more information about what struggles or opportunities the industry as a whole face?

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Time: _____ **Days:** _____ **Time Zone:** _____

13 Who are the company executives and/or industry leaders who will be speaking at this event as well?

14 Are you allowing time for Q & A after Ryan speaks? If so, will this be included in the time allowed?

THE PRESENTATION

1 What is Ryan's primary role in your program?
 Opening or Closing Keynote Breakout session
 Other _____

2 Best time for Ryan to do his AV check (in military time)? **Time:** _____

3 When is the exact time Ryan will start his speech (in military time)? **Time:** _____

4 When is the exact time Ryan will end his speech (in military time)? **Time:** _____

5 TOTAL TIME ALLOTTED FOR RYAN TO SPEAK (in minutes): **Time:** _____

6 Who will be introducing Ryan (on stage) before his keynote?

Name: _____ **Company:** _____

Title: _____

Physical Address: _____

Email Address: _____ **Phone Number:** _____

LinkedIn Profile: _____

BEST TIME TO CALL

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7 How should Ryan exit the stage?

- Wait for someone to meet him on stage
- Exit out of the back doors
- Other _____

8 How will your audience be dressed?

9 How should Ryan be dressed?

- Suit and tie
- Sport coat and open collar shirt
- Slacks and shirt
- Other _____

10 How should Ryan deliver most of his content?

- Use of examples and facts
- Personal stories
- Exercises
- Audience involvement
- Handouts

11 What themes/threads (other than the primary topic of Ryan's program) would you like to see laced into the program?

12 What themes/threads (other than the primary topic of Ryan's program) would you like to see laced into the program?

- 1** _____
- 2** _____
- 3** _____

13 How will the room/tables be laid out for the audience to sit?

- Round tables
- Stadium seating
- Rows
- Other _____

** NOTE: For a keynote, if Ryan has the option, he prefers no tables, chairs positioned in two or three columns, with at least a three foot walk way in the middle or columns and 10% less chairs than expected guests.*

14 Will video crew be onsite?

Name: _____ **Company:** _____

Title: _____

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LinkedIn Profile: _____

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THE AUDIENCE

1 How many people will be in attendance: _____

2 Percentage of Male: _____ Percentage of Female: _____

3 What kind of work environment does the average employee have?

- Cubical
- Driving
- Meetings
- Flying
- Long tips
- Other _____

4 Industry jargon Ryan should know?

5 Are there anything humorous stories that are company wide that Ryan should know about?

6 Average age of the audience:

7 Range of age group (youngest and oldest in the room)?

8 Are spouses/partners invited? Yes No

9 Organizations they belong to outside of your organizations or company?

10 While audience members are taking their seats and getting ready for the program, will there be an opportunity to play music at a comfortable volume? If so, what genre of music would your audience prefer? What genre of music should we avoid?

THE BACKGROUND

1 What does Ryan need to do to make his keynote/workshop meaningful for you, your employees and your organization?

2 Is there an internal and/or external slogan your company uses?

INTERNAL:

EXTERNAL:

3 What is the primary product or service you offer?

4 What are three challenges your organization faces on a daily basis?

1 _____

2 _____

3 _____

5 What are three challenges your people/members face on a day-to-day basis?

1 _____

2 _____

3 _____

6 What one challenge would you like to see your company/people improve in the most?

7 What are the most significant events that have occurred, and that have affected your industry, organization, or group during the past year? (ie. mergers, downsizing, etc.)

8 Before or after Ryan's keynote, are you interested in having Ryan train your executives or young professionals on how to improve their communication and speaking skills?

Yes No

9 What is one common misperception about your company or organization?

10 What three major benefits do you offer to your customer/clients?

1 _____

2 _____

3 _____

11 What three achievements are your organization most proud?

1

2

3

12 Name three key people in your group that will be at the program. With your permission, Ryan may want to contact them to discover more information about your company and the event.

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13 Will Ryan be speaking in the hotel he is staying? If so, what is the name of meeting room? If not, where will he be speaking and what is the name of the meeting room?

14 How should Ryan travel to the hotel?

- Take cab Rent car Driver will pick up
 Other _____

15 Would you like Ryan to notify someone after he arrives at the hotel? If so:

Name: _____ **Company:** _____
Title: _____
Physical Address: _____
Email Address: _____ **Phone Number:** _____

16 Contact at meeting site:

Name: _____ **Company:** _____
Title: _____
Physical Address: _____
Email Address: _____ **Phone Number:** _____

17 Are there any pre-meeting engagements (i.e. breakfast or lunch)? If so, where and when are they scheduled and who with?

18 Is there anything else you would like Ryan to know about your meeting that you have not yet addressed?

Thank you for taking time to fill this form out. It helps to insure we create the best and most memorable event you have ever had! Please return to Ryan at ryan@averytoday.com

Email Form