

Liezel van der Westhuizen

Pre-Appearance Questionnaire

All questions may not apply to your event, so please fill out what is appropriate.

Event Name: _____

Date of Event: _____

Company/Association Name: _____

Company Website: _____

Organiser's Name: _____

Phone: _____ Email: _____

Length of Talk: _____

Topic of Liezel Talk: _____

Event Type (Convention, Sales, Etc.): _____

What is your conference or event theme? _____

What are your specific objectives for Liezel presentation?

YOUR COMPANY:

What is your #1 goal for your audience? *(the most important question)*

Please provide a brief description of your organization and what you do:

Mission / Statement for the Company:

Do you have any key phrases that you use often?

Primary Products / Services:

Who are your customers by type?

Who are your major competitors by name and product category?

Who is your primary competitors from the list above?

Biggest opportunities present and/ future:

What are the biggest challenges that your organization is currently facing?

Do you have any corporate 'Heroes'? (Other organizations or leaders admired, studied or references by your managers):

What is unique about your group?

Using only 3 adjectives, please describe the kind of speaker who has been a big hit with this group:

What is your organization most proud of?

THE PROGRAM

What is your **Event/Program Theme**?

What is the **name** and **title** of Liezel's **Introducer/Master of Ceremonies**?

PLEASE NOTE: *Liezel has a speaker introduction sheet for the Introducer/Master of Ceremonies to make use of (our Speaker introduction sheet Provides more detailed information)*

Exact **time** of Liezel's **presentation**? _____

What takes place immediately before and after Liezel presentation?

How should she **dress** for this presentation/Event Dress Code? _____

What is Liezel's **role in the program**? (opening or closing keynote, luncheon speaker.)

Which **organisation executives or key dignitaries** , if any, will be **speaking**?

Who are the **other professional speakers on this program**?

Speaker: _____

Topic: _____

Speaker: _____

Topic: _____

Speaker: _____

Topic: _____

Which professional speakers/entertainers have you **used in the past**?

AUDIENCE ANALYSIS:

Number of attendees _____ **Percentage** male _____ female _____

Do you have **three key points** you want stressed throughout the day?

Is there a **slogan** or **philosophy** that is commonly used in your organisation?

How many audience members do you anticipate?

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

Make-up of the audience sales, customer service, suppliers, spouses, etc.

Should the **message** be targeted more to one group than another? If yes, which?

What is the **life** of the **audience on a day-to-day basis**? (in office, field, long hours, etc.)

Please list (3) items you believe Liezel should know before addressing your group:

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

What are the **sensitive issues**? Topics/Subjects **not** to be mentioned?

Anything **humorous** Liezel should know about?

Any **industry jargon** Liezel should be aware of?

LOGISTICS

Who is in charge of the logistics and his/her cell/phone number and email?

Who is the AV contact for your group and his/her cell and email?

Is it possible to get the dimensions of the AV screens so Liezel can customize her slides to fit the screens?

PLEASE NOTE: Liezel uses her Apple MacBook laptop up on stage and controls her own slides during her presentation. Please make sure to provide any special instructions to Liezel s on this questionnaire so she understands your setup (Liezel's AV sheet provides more detailed information)

Is there a scheduled AV check for Liezel, if yes what time and where at the venue?

What is the name of the hotel, address, phone and confirmation number for Liezel stay.

What is the name of the event venue, if different than the hotel? Address/phone?

What is the name of the room Liezel is speaking in?

Will you have volunteers with your group available to assist Liezel?

In case of emergency or flight delays who and where do we call?
