



This is an important document because it becomes the roadmap that will guide Dan's presentation for your group. The better you do in providing information, the better job Dan will be able to do for YOU! Thanks for your help by filling this in and promptly emailing it back to us!

THE EVENT

Program Date: _____ Beginning Time: _____ Fee: _____

Name of Organization: _____

Title of Event for Handout: _____

Theme, if any: _____

Your Organization's Logo Will Be Sent for Handout via Email by: _____

Time Slot For Dan's Presentation: _____ Length Agreed On: _____

Is There Going To Be A Meet And Greet After The Presentation? _____

Objective of Event: _____

Number Expected To Attend: _____ Spouses Included? _____

Dan's Introducer Will Be: _____

You're Website URL: _____

What Precedes Dan's Talk? _____

What Follows It: _____

Will Food and/or Drinks be served at the Event? **If the Answer is Yes, We Need to Discuss This in Detail**, so that the attendees are not distracted by the wait staff, clinking plates, trays, glasses, etc. and Dan can achieve maximum impact with his message! _____

Can We Video The Presentation: _____

What Other Speakers Have You Had In the Past: _____

Who Was the Most and Least Successful and Why: _____

THE AUDIENCE

Would You Like Anyone Recognized – Birthdays, Awards, Employment Anniversary – Etc. _____

Are There Any Important Changes Happening in Your Company or Industry That You Would Like Dan to
Mention or Touch Upon? _____

What Keeps Your Senior Management Awake at Night? _____

What Are The Challenges of Your Audience Members? _____

What Are Their Concerns? _____

What Are Your Recent Victories As A Company/Association/Team? _____

What Would You Like To Accomplish By Dan Speaking To Your Company or Group? _____

Is There a Slogan or Philosophy Commonly Used Within Your Organization? _____

Has There Been an Exciting, Humorous or Unusual Event Happen In The Organization In The Past Few Months
That The Entire Group Would Relate To? _____

Can You Provide Me With Examples of Humor In Your Particular Association Or Industry (i.e.; weird acronyms,
corny slogans, hapless clients or competitors, enigmatic company policies, etc.):

Is There Any Industry Jargon That Dan Should Be Aware of? _____

If This Were Your Talk, What Three Key Points Would You Want Made? _____

Who Will Be Attending (i.e.; Sales, Exec, Ops, Etc.)? _____

What Will The Make -up of The Audience Be:

Average Age: _____ Male/Female Ratio: _____ Spouses (%) _____

Should the Message be Targeted More to One Group Than Another? If Yes, Which?

What Are The Frustrations The Audience Members Face in Their Lives, Company or Industry? _____

What Are The Sensitive Issues? Any Controversial Issues? Topics/Subjects **NOT** to be Mentioned? _____

THE VENUE

Event to Be Held At: _____

Address & City: _____

Phone #: _____

Site Liaison Person: _____

Designated Meeting Room: _____

What Type Of Room Will The Meeting Be Held In? _____

Have You Held The Meeting At This Location Before? _____

Will The Room Support A Power Point Presentation, I.E. Are There Blinds On The Windows, Are There Dimmers

On The Light Switches, Will The Attendees In The Rear Of The Room Have A Clear Line Of Sight To The Screen, etc?

Who is the **Audio Visual** Site Liaison? Name: _____

Phone: _____ Cell: _____ Email: _____

When Is The Sound Check Scheduled For? _____

Lighting Is Important For Conveying Positive Energies And Moods. What Will The Lighting Be? _____

Will The Audience Be Seated At Tables Or In Rows Of Chairs? _____

It Is Better To Have As Few Empty Chairs As Possible For The Energy Level Of The Room, Please Plan Accordingly.

Did you and the audio visual Site Liaison review Dale's web page for media kit on his web site @ <http://www.danfowlerllc.com> ?
This can help to answer most of the questions you may have, if you need any additional information Dan can be reached via phone.

OTHER

Are There Any Additional Appearances That You Would Like Dan To Be Present At? _____

Is There Anything Additional That You Think Dan Should Know About? _____

ACCOMODATIONS

Hotel Reservation for Dan Fowler is made at: _____

Address: _____

Phone: _____ Confirmation #: _____

A Car Has Been Reserved At: _____

Phone: _____ Confirmation #: _____

Name of Person Completing This Form: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

In Case Of An Emergency Immediately Prior To This Booking, Please Contact:

Office Phone #: () _____ Home Phone #: () _____

Cell Phone #: () _____ Email _____

Dan loves to speak and takes his profession very seriously. Dan personally commits to you that he will deliver a professional program. However, if you cannot complete the pre-booking form then he will not be able to customize his presentation to your audience and he will only be able to give a generic presentation. Working together we can achieve a successful and memorable event.

Please scan and email completed form 2 weeks prior to scheduled event to Dan@Danfowlerllc.com