

MOTIVATION AND EMPOWERMENT

DEBRA FOSTER'S Event Planner Questionnaire

CLIENT: _____

DATE OF EVENT: _____

Why me?

Who did you have last year?

Did the audience like him/her?

What do you want the audience to do, think, or feel when I am done?

How will you know if I have done a good job?

How many people do you expect?

What is the average age range?

What is the male/female ratio?

What is the humor/content ratio you are looking for (%)?

Do you plan on any meeting/conference giveaways to attendees?

Are there any "Taboo" topics I should be aware of?

Can you send me any website links/newsletters?

Who can I interview about two weeks prior to the event? I like to have about 10 names (please give them a heads up I will be calling)

Who do you want me to send my AV requirements to?

Who will be my main contact?

How else can I help you?

Do you prefer I book my flight or would you rather? Which airport?

Will my hotel room be on a master account?