

BRIEFING QUESTIONS

Programme

What are your key objectives/theme for the conference/workshop?

What are your key objectives for this sessions(s)? What seeds do you want sown? Do you want it informational/motivational/practical content-based?

What are the three key problems in your business right now?
(Anything that keeps you up at night and drives you crazy during the day?)

Bottom Line - what do you hope participants will gain from this presentation?

How can I go the extra mile for you in this presentation?

Problems, challenges, breakthroughs currently being experienced by your industry, organisation, people?

Are there any sensitive issues which need avoiding? Any issues between the different arms of your organisation/ interstate/internationally that I should know about? Any terminology to watch out for?

What is the composition of my audience? Gender balance? From which countries and approximate % from each country? How many conferences would most of these people have attended in the past, with your firm? Average years in the industry? Average years with your company? General description of audience (sales, retail, management, admin)?

Background

How many education sessions are provided each year for the attendees?

What professional speakers / outside experts have you used at your past events?

Speaker:		Topic:	
Speaker:		Topic:	
Speaker:		Topic:	

Your group's reaction to their presentations: