

We look forward to building the customized, high-value presentation your conference and group deserves.

The answers to these questions will help us prepare a custom-tailored presentation. Please skip any questions that are not relevant to your group or that we have previously discussed. In addition to this questionnaire, please provide us with any additional collaterals (articles, websites, ancillary materials) that you believe will help David familiarize himself with your important upcoming event.

Contact information

1. **Name:**
2. **Email:**
3. **Phone:**
4. **Company or organization name and website address:**

Event Information

1. **Date and time David will be speaking:**
2. **Location of venue and duration of David’s presentation:**
3. **Closest major airport:**
4. **Are there special functions that would be helpful to attend? When and where?**
5. **Name and phone number of person to contact at event:**
6. **Name and email of person who will be introducing David onstage:**
7. **Which speaker(s) will precede David’s presentation? What topic(s) will they speak about?**

Organization Profile

1. **What are your company or organization’s past, present, and future challenges and opportunities?**
2. **What solutions have or are being implemented to meet and remedy these challenges?**
3. **What is your primary objective for your conference or event?**
4. **Whom does your company consider its top 3 competitors?**
5. **What is your company or organization’s unique selling advantage?**
6. **If you could have attendees improve three things, or solve three problems for your organization, what would they be?**
7. **Give David three adjectives you hope describe David’s audience at the end of his presentation.**
8. **Please list some industry- or company-specific terms, phrases, jargon, or acronyms that David may integrate to build greater message symmetry with your audience.**
9. **Are there any issues or topics that should be avoided?**
10. **Is there a phrase or saying that the CEO, president, or any well-known person uses that would be humorous to reference?**
11. **Will there be any special guests you wish David to identify by name from the rostrum?**
12. **David typically likes to speak with at least 2-4 members of your company or organization prior to custom crafting his tailored message for your group. Please provide us with the names, phone numbers, and emails of individuals that would be willing to visit with David via phone for 20 minutes. Please give David two or three characteristics about each individual as well.**
13. **Please send a copy of the complete agenda and any marketing materials or brochures that will help David understand your company and attendees.**

Audience Profile

1. **Describe the typical member of your audience:**
2. **Percentage male / female:**
3. **Average age:**
4. **What are their core responsibilities and do they have employees?**
5. **Recent significant events, such as mergers or relocations:**
6. **What do you think separates your high-performance people from others?**

A/V requirements: Cordless lavaliere microphone (clip-on lapel microphone).

**Please email this form back to David’s Speaker Agent,**

**Chris Lee at: chris@cal-entertainment.com**



[**www.DavidKimIgnite.com**](http://www.DavidKimIgnite.com)