

## Questionnaire for Speaking Engagements

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*This questionnaire must be completed by the event organizer within 30 days of the event. The feedback and insight provided is extremely helpful in helping Kevin best prepare, tailor and deliver an engaging presentation for the audience. Please send all responses to [Kevin@KevinCSnyder.com](mailto:Kevin@KevinCSnyder.com). Thank you ~*

- (1) Please describe how many and who will be in the audience. List a range of sample titles/positions so Kevin understands full scope of the audience.
  
- (2) In your own words, describe the organization Kevin will be speaking to. If relevant, also include information about the industry and its current state of affairs.
  
- (3) List 2-3 take-a-ways (i.e. learning outcomes) you would like for the attendees to leave with? What would you like for them to know and/or feel that they do not know otherwise?
  
- (4) What are 2-3 common challenges attendees might be currently facing in their role?
  
- (5) List below any acronyms, buzz phrases or other interesting common phrases attendees might use in their daily interactions and conversations:
  
- (6) Is there a specific theme for the event? What about a #Hashtag Kevin can incorporate?
  
- (7) What else would be helpful for Kevin to know in preparation for the event? What is something unique and interesting about your group that he would NOT know unless you told him?

Please send to [Kevin@KevinCSnyder.com](mailto:Kevin@KevinCSnyder.com)

*Thank  
you*