Customization questions for your upcoming event

Receiving insight about your event and organization helps me customize my content to ensure an engaging, dynamic and relevant presentation for the audience. The more information you can provide the better, as each presentation is tailored based on your objectives, theme and audience in mind. All responses shared with me are confidential. Multiple people can contribute thoughts on the online version of this form OR you can download the form and send your individual responses directly to me at Kevin@KevinCSnyder.com*. We'll discuss this information during our prelim call. Thank you!*

About the Event

Generally in 2-3 sentences, describe the overall event:

Any specific objectives for hosting this event?
(i.e. networking, education, leadership training, professional development credit, etc. --- all of the above?)

If an event website is available, please list below:

Is there a theme for your event?

How does my speech fit within the entire scope of the event? If you have a short schedule or agenda for the event already, please email me the schedule link or attachment so I have a better understanding of how I fit into the event and know what is before/after my presentation.

Please share anything else about the event that you feel would be helpful for me to know:

About the Attendees

Please share who will be in attendance:

List some of the primary position titles and any major departments/organizations/agencies represented:

Why have participants primarily attended this event in the past?
(i.e. networking, education, leadership training, professional development credit, etc. --- all of the above?)

Who else might be attending this event? (i.e. guests, vendors, suppliers, etc.)

How many attendees do you expect to attend my presentation?

Generally speaking, and from your experience, what gets attendees excited and passionate about their role and working in your industry? "Why" do they do what they do?

In a "normal" year, pre-Covid reality, what are 2-3 challenges and/or frustrations that attendees would face in their role?

Now amidst our current Covid pandemic, what are 2-3 most common challenges you hear your members sharing most frequently?

Please share anything else about the attendees helpful for me to know:

About Your Organization

What makes your organization so unique and awesome? 😊

Tell me more about your organization. In a nutshell, tell me what your organization does and how do you want to engage and benefit members/employees.

Are there any common buzzwords, acronyms, or phrases that people in your organization use regularly?

Please share anything else about your organization that would be helpful for me to know I wouldn't otherwise:

About My Specific Presentation

Please confirm date, time, location, and length for my presentation.
>   *Date:*
>   *Time:*
>   *Length:*

What are 2-3 most important goals you have for my presentation overall?

Are there any specific, actionable take-a-ways (i.e. objectives) you would like for attendees to leave with after my presentation? Meaning, what would you like for them to know, feel and/or do as a result of attending my presentation?

Please share any other expectations and requests about my presentation helpful for me to know:

Virtual Delivery Logistics

Which virtual delivery platform will you be using?
(Zoom, Webex, Microsoft Teams, internal platform, not sure yet, etc.)

I will be presenting from my home virtual studio which has 4 camera angles I switch throughout my presentation. Below are a few recommendations/requests to provide the best, most engaging virtual keynote:

1. For audience engagement, I will plan to engage participants through the "Chat" feature as well as 2-3 "Polling" questions. I can send those polling questions to you in advance. The meeting host will need to type those for me. If this is an issue, just let me know.

2. I will plan a "Q&C" (Questions & Comments) at the end of my presentation. Attendees can post in the Q&A section and I prefer someone to moderate the questions for me if possible.

3. I recommend a moderator to introduce me and facilitate Q&A.

4. Before my introduction, I recommend you ask attendees to "pin" me as the speaker. This way they will have a full view of my speaker screen. Some might not be familiar with this feature so it's OK either way.

Other Helpful Information to Know

Is there an event hashtag you're using? If so, please list below:

Write below any social media you use so I can add to a few slides:

Thinking about some of the best speakers you've brought in for this event in the past, what was it about their presentation that made them so darn good?

Thinking about some of the *not-so-good* speakers you may have brought in for this event in the past, what was it about their presentation that made them not so good?

Do you have the capability to record my presentation? If so, please do and share a copy of the presentation with me following the event.

If you have an event logo, please send to me via email. I will use your event logo images on a few slides and want to ensure I have the correct logo files.

I am happy to provide you and attendees with a copy of my presentation slide deck, handout(s), and links to any of my leadership content referenced in my presentation.

Thank you! Please return this form and send to Kevin@KevinCSnyder.com.