



# JESSICA RECTOR, MBA



This packet is designed to help me build a presentation specifically designed for your audience and their needs. Please fill in all the questions and return the form to [jessica@jessicarector.com](mailto:jessica@jessicarector.com). Thank you!

Your Name/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Program Date: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Location: \_\_\_\_\_

## Logistics

Contact person and information: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_

Transportation to and from venue: \_\_\_\_\_

Hotel Confirmation Number: \_\_\_\_\_

Will the hotel be billed to your master account: \_\_\_\_\_

## Additional Information

### Audience

1. Number expected to attend: \_\_\_\_\_

% Males: \_\_\_\_\_

% Females: \_\_\_\_\_

Average age: \_\_\_\_\_

Range of age \_\_\_\_ to \_\_\_\_

Annual income (range): \_\_\_\_\_

Education level: \_\_\_\_\_

How are these people paid? (Salary? Commission? Bonus?) \_\_\_\_\_

2. What are the job responsibilities of those in the audience? \_\_\_\_\_

\_\_\_\_\_



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3. What are their titles? \_\_\_\_\_  
\_\_\_\_\_

4. Will there be people in your group who do not fit the above description? Y/N  
If so, please explain \_\_\_\_\_

5. What three things do you think I should know about your audience before addressing them?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

6. Please share with me the type of people your audience deals with most often \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Where are the opportunities for improvement in your audience's work performance?  
\_\_\_\_\_  
\_\_\_\_\_

## Presentation

Who will introduce Jessica (intro will be sent) \_\_\_\_\_  
What is the stage background color \_\_\_\_\_  
What is the room set up? \_\_\_\_\_

## AV Requirements

Are there any events the night prior? \_\_\_\_\_  
What time can Jessica do a sound check? \_\_\_\_\_  
What takes place immediately before and after Jessica's program? \_\_\_\_\_  
\_\_\_\_\_

## Event

What is the event theme? \_\_\_\_\_  
What are the overall objectives of this event? \_\_\_\_\_



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## Background

1. What professional speakers have you had in the past?

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

2. Specifically, what did you like/dislike about their performance? Why? (You're welcome to withhold names and comment only on their work) \_\_\_\_\_

\_\_\_\_\_

3. What are the major events that have happened in your industry, organization, or group in the past year? \_\_\_\_\_

\_\_\_\_\_

4. What are some challenges, issues, or breakthroughs your industry, people, or group is experiencing? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**\*\*What else do I need to know to WOW your audience?** \_\_\_\_\_

\_\_\_\_\_

**WOOO HOOO! Congratulations!** You have successfully finished. The time you spent answering these questions will make a huge impact on the quality of the program. Thank you, again!