

**SPEAKING ENGAGEMENT QUESTIONNAIRE**  
**For**  
**Bob Brumm**

This form will assist Bob in preparing for his seminar, keynote presentation, or coaching session and meet the specific needs of your organization. Please complete this questionnaire along with any preliminary program outline and marketing or event material. Please contact us at [info@bobbrumm.com](mailto:info@bobbrumm.com) or 1-888-581-8831.

**Organization name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

Business Phone #: \_\_\_\_\_

Business Fax #: \_\_\_\_\_

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

Cell Phone #: \_\_\_\_\_

Presentation Title: \_\_\_\_\_

**Presentation Date:** \_\_\_\_\_

**Presentation Location (include room #):** \_\_\_\_\_

**Directions & address:** \_\_\_\_\_

\_\_\_\_\_

**Presentation location Phone #:** \_\_\_\_\_

**Starting Time:** \_\_\_\_\_

Name and title of Bob's introducer? \_\_\_\_\_

Length of Speech: \_\_\_\_\_

Estimate number of Attendees: \_\_\_\_\_

Estimate Age range of audience: \_\_\_\_\_

**Program Content**

Conference theme:

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What is the Purpose of this meeting (Annual meeting, training, awards, etc)?

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Target market profile, who will be attending:

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What is your specific objective for Bob's Presentation?

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Are there sensitive issues that should be avoided?

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What if any behavior changes do you hope to achieve? What results are you expecting?

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Will there be other speakers presenting at this meeting? What are their topics?

Name: _____	Topic: _____
Name: _____	Topic: _____
Name: _____	Topic: _____

Which area does the group need the most growth in?

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If available, please include a mission statement for your organization.

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What are your people doing right?

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What do you expect from Bob's message: (i.e. motivate, train, reinforce, generate enthusiasm)? List in order of importance.

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What seeds, if any, do you want planted?

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What are the "buzz" words in your industry for this group?

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What are the industry/firm trends that are appropriate for Bob to touch on in his presentation?

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**Background**

What is the primary product/service that you offer?

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What are two most important benefits you offer to your customers?

1.

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2.

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What are the most common objections received from customers or prospective customers?

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Who are the major competitors in your market areas?

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What are your major weaknesses compared to your competitors?

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What are your major strengths compared to your competition?

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If you could change your industry (product market), what would you change?

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## Audience Profile

List three (3) important things Bob Brumm should know about the audience:

1.

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2.

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3.

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What are the major job responsibilities of those in the audience?

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List/Describe what you are most proud of as it relates to the audience:

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What are some of the biggest challenges that face the audience:

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Would you like Bob to participate in any other scheduled event?

Yes \_\_\_\_\_ No \_\_\_\_\_

Time: \_\_\_\_\_ Place: \_\_\_\_\_

Dress: \_\_\_\_\_

## Lodging

Please confirm a hotel reservation for Bob Brumm for the evening(s) of:

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Please guarantee these reservations for late arrival and direct bill the room and tax to your master account.

Bob will be arriving on (date) at approximately:

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Bob will be departing on (date) at approximately:

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Hotel name and address:

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How far is it from the airport to the hotel and from the hotel to the meeting site?

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If any problems or emergencies occur in route to the program, who should Bob contact?

Name: \_\_\_\_\_

On-site phone #: \_\_\_\_\_

Home phone #: \_\_\_\_\_