



**Event Details**

- Who is hiring the speaker?
- Who will the speaker’s point-of-contact be?
- Where will this event take place?
- When is the event being held?

**Budget Details**

- What is your overall budget for this event?
- What portion of your budget is allocated for the speaker you will be hiring?
- What does the speaker typically charge for an event type, and duration, that you’re looking for?
- Are travel costs included in the speaking fee?

**Event Objectives**

- Clearly identify the *goal* of your event.
- Why is this event being staged at all?
- What do you want your audience to walk away from this event with?
- What do you want your audience to do after this event is over?

**Audience Profile**

- How many people will be in attendance?
- What is the make-up of your audience in the following areas:

<b>Gender:</b>	<b>Education:</b>
<input type="checkbox"/> Mostly male, some female	<input type="checkbox"/> Mostly degreed
<input type="checkbox"/> Mostly female, some male	<input type="checkbox"/> Mostly HS degreed
<input type="checkbox"/> All female	<input type="checkbox"/> Mostly no degrees
<input type="checkbox"/> All male	<input type="checkbox"/> Some 4 year, some 2 year, some HS degrees
<input type="checkbox"/> 50/50	

**Preferred Presentation Topic(s)**

- [ ] What is the subject-matter topic that you'd like to present to your audience?
- [ ] Why is this important right now?

**About The Speaker**

- [ ] What types of audiences do they speak to?
- [ ] What are your qualifications to speak on the topic we're interested in?
- [ ] Past presentations, and audience feedback?
- [ ] What is your preferred audience size?

**The Speaker's Style**

- [ ] How do they engage the audience and keep them engaged?
- [ ] How often is the speaker invited back to speak again?

**Scheduling Information**

- [ ] What is their minimum amount of lead time to book an event?
- [ ] Is there an additional fee if your event is under that minimum?

**Event Development**

- [ ] Do you work directly with them to customize a talk to your event's needs or do you work with an assistant who passes along messages?
- [ ] Do you have access to their phone number?

**Notes:**

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