Pre-Event Questionnaire

Randy Powell · Corporate Keynote Speaker · The Encore Authority™

Sent to your event team once a date is held. The answers shape the program — Randy customizes language, examples and the closing commitment to your audience. Short answers are fine; anything you cannot answer yet, we cover on the prep call.

Your event

1. Event name, date, city and venue.
2. Program time slot and exact length, including Q&A.
3. What happens immediately before and after Randy's session?
4. Theme of the overall event, if there is one.

Your audience

5. How many people will be in the room, and who are they (roles, levels, tenure)?
6. What is the mix of experience levels and age ranges?
7. Is attendance voluntary or required?
8. What do they already believe about the topic — and what are they tired of hearing?

Your outcome

9. What is the single change you want in the room by the end of the session?
10. What is the business reason behind booking this topic now?
11. What should people do differently on Monday morning?
12. How will you judge whether the session succeeded?

Context and sensitivities

13. Any organizational changes, restructuring or news the audience is living through?
14. Any language, examples or subjects to avoid?
15. Internal vocabulary, program names or initiatives Randy should reference correctly?
16. Names and titles of leaders who will be present or speaking.

Logistics

17. Who is Randy's on-site contact, and what is their mobile number?
18. What is the run-of-show, and who introduces him?
19. Dress code for speakers.
20. Any accessibility accommodations the team is arranging (captioning, interpreters, accessible materials)?