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**VINCE POSCENTE - PRE-PROGRAM QUESTIONNAIRE**

Thank you for confirming Vince Poscente to speak at your event. This questionnaire serves two critical purposes:

1. To collect all relevant the logistical and content insights.
2. To provide Vince with valuable background to **customize the keynote** and explore **post-event value opportunities**.
* Please complete as much as you can. If a detail isn’t known yet, simply enter "TBA."
* Please **bold your responses** in this Word doc.
* This form is organized into three parts:

**PART A: CONTRACT ESSENTIALS (Required for Agreement Generation)**

**1. EVENT DETAILS**

* Company / Association Name:
* Event Name:
* Presentation Date:
* Time of Presentation:
* Duration (in minutes):
* Function Type (e.g. keynote, breakout, panel):
* Expected Audience Size:

**2. CONTACT INFORMATION**

* Primary Contact Name:
* Title:
* Phone:
* Email:
* HQ Address:
* Website URL:

**3. VENUE INFORMATION**

* Facility Name:
* Facility Address:
* Presentation Room Name:
* On-Site Contact Name:
* On-Site Phone / Email:

**4. TRAVEL & ACCOMMODATIONS (In-Person Events Only)**

* Hotel Name:
* Confirmation #:
* Reservation Dates:
* Nearest Airport:
* Miles/Minutes from Airport:
* Who is arranging ground transportation? (Client or Vince)

**5. TECHNICAL REQUIREMENTS**

* AV Contact Name:
* AV Contact Email:
* Preferred AV check time with Vince:
* Will the presentation be recorded? (Yes/No)
* Stage Setup Preference: (e.g. riser, chair, podium)

**6. ATTIRE & EVENT FLOW**

* Appropriate Attire: (Casual / Business Casual / Business / Formal)
* Would you like Vince to attend any additional functions? (Before/After keynote)
* Guest attendance allowed during Vince’s presentation? (Yes/No)
* Who will introduce Vince?
* Title:
* Email:
* Mobile:

**PART B: KEYNOTE DISCOVERY & CUSTOMIZATION**

**1. Event Objectives**

* Theme:
* Type of event:
* Primary Objective(s):

**2. Audience Composition**

* % Male:
* % Female:
* Age Range:
* Job Titles or Roles:

**3. Content Balance Desired (Total = 100%)**

* % Entertainment:
* % Education:
* % Motivation:

**4. Strategic Challenges**

* What are the current challenges in your industry?
* If executives could wave a magic wand, what transformation would they want?
* If attendees could wave a magic wand, what would *they* want?
* Top 3 sources of organizational pain:
* Top 3 fears attendees face:
* Do you have a story or stories of attendees who have gone above and beyond?

**5. Brand / Mission / Competition**

* Vision Statement:
* Unique Value Proposition (Tagline or brand promise):
* Emotional Buzz Statement (rally cry):
* Top 3 competitors:
* Where do you rank against them?
* Are you launching a product/service/initiative at this time? If so, what is it and who is leading it (name, title, email, phone)?

**PART C: ENSURE OPTIMUM VALUE**

**1. To ensure next level customization at your event:**

* Who is the most senior executive attending the event?
* Would she/he be available to have a one on one breakfast with Vince on the morning of your event?

**2. Additional Discovery (Filled out by the most Senior Executive connected to your meeting)**

Please answer the following:

1. What is the biggest challenge your team faces related to performance, leadership, or organizational growth?
2. What have you tried before to solve this problem?
3. How much time have you spent trying to find a solution?
4. How much money has been invested (approximately) trying to address this issue?
5. What would the *ideal* solution look like to you?

**2. Long-Term Value Options (yes/no)**

* Do you see value in a signed book for all conference attendees?
* Are you curious about Vince’s online learning programs?
* Would you or your leadership benefit from a follow-up consulting call?

**3. How did you hear about Vince?**

* Video / Referral / Live Event / Other:
* Who referred you (if applicable)?

**4. Testimonial Agreement**

* Would you be willing to provide a testimonial after the event? (Yes/No)
* The best contact for this?
	+ Name:
	+ Title:
	+ Email:
	+ Phone:

*If available, please attach agenda. Thank you for completing this form.*

If you have questions or need help completing this form, contact:

**Vince Poscente** – 214.335.0856
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