



QUESTIONS TO ASK CLIENTS BEFORE YOU STEP ON STAGE

How many people will be in the audience?

What is my placement on the program?

What is the age and gender demographic of my audience?

How will they be seated?

What is the stage setup?

What is the required attire for the audience?

When is the sound check?

Who will be introducing me and what do they do in the company?

What speaker did you hire at your last event and what did you like and dislike about him or her?

How long do you want me to speak?

What are the challenges facing your organization?

What happens before I go on?

Who spoke at your last meeting and what did the audience like/dislike about them?

What is the culture of the audience?

Can you give me the contact information for three people who will be attending the speech who might be critical of it?

Now that you have the contact information for three of your audience members, call them up and use the following questions or, write questions of your own to get people talking about the problems your speech addresses. Write down everything they say. You never know which parts of their responses will come in handy, and you can use the material to build on later.

1. What is your day like?

2. What happens on a bad day?

3. What happens on a good day?

4. What are the problems around your office? You can tailor this question to be even more specific. If you've been hired to speak about "Keeping Your Employees" ask what specific problems are contributing to their employee retention issues.

5. What solutions have been attempted to correct The Problem [your topic] and how have they succeeded or failed?

6. Why do *you* think they failed or succeeded?

7. Is there an elephant in the room? In other words, is there something everyone is complaining about behind the backs of management? What's the big blind spot?

8. What did you like or not like about last year's speaker? Repeat what some of the other people you interviewed have said about them. Just because one person says something doesn't mean that it's true for everyone. Check it out.

9. What's your favorite event during this (conference, meeting, trade show) and why?

10. If you could change one thing about your company, what would you change?