

Brian Covey Customization Questionnaire:

Thank you so much for deciding to have Brian speak as part of your event! Delivering an incredible experience for your attendees is something we're absolutely committed to doing. The more information we are able to gather about your organization and goals, the better we are able to connect our content and expertise to what they deal with every day. One of the most common pieces of positive feedback we receive is that "Brian did an incredible job customizing the program to our audience." We take a lot of pride in that. However, Brian's ability to do that is directly empowered or limited by the amount of information you're willing and able to share with him.

You can't really overshare too much info. It all helps him with the context of his presentation as well as creating customized touch points to help them apply the principles he'll be sharing. Of course, feel free to skip questions if they don't feel relevant to you.

General Information

1. How did you originally find out about Brian?
2. What is the official name of your group? Please include official names like ticker symbols and then also how you commonly refer to yourselves.
3. What's the size of the organization? (In total team members, customers, locations, revenue, and any other relevant indicators)
4. Do you have a commonly used and referred to mission statement, credo, or slogan?
5. What is the current company vision or overarching focus?
6. In simple language what is the primary product or service that you provide?
7. How would you most clearly describe who you provide that service for?
8. What is the distribution mechanism by which that product or service is delivered to your customers?
9. Is there any specific company or entity that you commonly compete against?
10. What is unique about doing business with you as opposed to those other competitors?
11. What is the difference in your fees compared to your competitors or the market at large?

12. Are there any big picture trends going on right now that are affecting your industry?
13. What is the best website(s) to review to see the way you position yourselves publicly?

Audience Information:

14. What is the primary purpose for having this meeting? What would make this meeting successful in your eyes? How do you see Brian's role fitting as part of that objective?
15. Please describe exactly who will be in the audience as much as possible. Any and all demographic and psychographic information is helpful. (Age, income, gender, education level, role, etc)
16. What terms or titles do you use when referring to the audience?
17. What do they do on a daily basis? What are the primary challenges they struggle with day in and day out?
18. What are some of the key terms or lingo that you use on a regular basis?
19. Can you please list out ALL acronyms that you use that your audience would recognize?

(Seriously, the more the better. This info will most definitely be used.)

20. Are there any "sensitive" topics or issues that we should definitely not bring up?
21. Are there certain behaviors you want your audience to continue doing or start doing that Brian could help you edify or reiterate?
22. Are there certain behaviors you want your audience to stop doing that Brian could help you edify or reiterate?
23. Is there any messaging you'd love to have Brian's help in relaying or transmitting to your audience?

Meeting Specific Information:

24. Is there a specific theme and/or name/title of this event that is different from your organization name?
25. Who else is speaking at this event? If possible, please send us an agenda.
26. What VIPs will you have in attendance that Brian should make a point to meet?

27. Are there any speakers you've had from the past that your audience really loved?
What was it about them that worked well?
28. Are there any speakers you've had from the past that your audience didn't enjoy?
What was it about them that did not work well?
29. How frequently do you have this event? What other events do you have throughout the year where you bring in outside speakers?

Logistical Information:

30. How many people will be at the event? What number of those do you expect to actually be in Brian's session?
31. Please describe the speaking area setup as much as possible. What will the room look like? What type of seating is there? What type of screens do you have and where? How big is the stage?
32. Will you be using IMAG (live video feed) of Brian up on screens while she's talking? If so, is there a switcher that will go back and forth between the slides and the video of him? Or are there separate feeds to separate displays where his Power Point will always show even while you have video of him on screen?
- 33.33. What is happening in the time right before and leading up to when Brian is on stage?
34. What time exactly do you plan on having Brian on stage?
35. Who should we communicate with as our primary contact while we're on site?
What is the best way to reach this person?