

Audience Impact Worksheet

Organization:

Organization Website:

Person completing this form:

Role/Title:

Phone #:

Email address:

Your Event

When will the event take place?

Event Time: Begin: End:

My Program: Begin: End:

Approximate number of people attending meeting: _____

Approx percentage of female and males in audience: F _____% M _____%

Approx age range: _____ -- _____

Are there any language or literacy barriers? If so, what percentage?

Who is in charge of providing AV and room-set up requirements?

Name:

Phone:

Email:

What aspect ratio do the slides need to be in? _____ 4x3 _____ 16x9

How will the room be set up? Rounds ____ Theater Style ____ Classroom Style ____

(Please note: Theater-style seating is preferred, if possible. Please avoid a wide center aisle which eliminates the best seats ("center orchestra"); two aisles down the sides is best. When possible, please minimize the distance between the stage and audience -- preferably less than 10')

How would you prefer I dress? Casual ____ Business Casual ____ Business ____

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What are the key social media references and hashtags for...

- *this event:*
- *your company or organization:*

Your Organization

- *What is the vision, mission statement and values for your organization?*
- *What is the title and theme of your conference or event?*
- *What impact do you want this presentation to have on the audience?*
- *General job/organization responsibilities of attendees:*
- *What would you like the attendees to be feeling, saying or thinking as they leave the room after my presentation?*
- *What are the key challenges currently experienced by your organization or industry?*
- *Who are your key competitors?*
- *What keeps the people in your audience up at night? What are their concerns/fears/sources of stress?*
- *What is the stereotype or cliché for your industry? What's the mistaken public assumption, cliché or stereotype for your audience/industry/company?*

Looking forward to a memorable event...Thank you for the opportunity to serve you and your organization.