

<i>Date:</i>	
<i>Speaker:</i>	
<i>Program Title:</i>	
<i>Client Name:</i>	
<i>Client Contact:</i> <i>(Name & Cell)</i>	
PROGRAM	
<i>Program Start Date:</i>	
<i>Program End Date:</i>	
<i>Program Start Time:</i>	
<i>Program End Time:</i>	
<i>Break Details:</i>	
<i>Number of Attendees:</i>	
<i>Pertinent Audience Details & Demographics:</i>	
FACILITY	
<i>Name of Facility:</i>	
<i>Address of Facility:</i>	
<i>Room Name:</i>	
<i>Floor:</i>	
<i>Room Layout & Specifications:</i>	
<i>Facility Contact:</i> <i>(Name & Cell)</i>	
<i>Security Access:</i> <i>(Building & Floor)</i>	
<i>Directions/Major Intersection:</i>	
<i>Parking Location:</i>	
<i>Emergency Contact:</i> <i>(Name & Cell)</i>	
EQUIPMENT	
<i>Equipment Provided by Speaker:</i>	
<i>Equipment Provided by Client:</i>	
MATERIALS	
<i>Program Materials Provided by Speaker:</i>	
<i>Additional Materials Provided For Sale at Event:</i>	

OBJECTIVES	
<p><i>What would you like the end result to be?</i></p>	
<p><i>How would things be different from now at the conclusion of the project?</i></p>	
<p><i>Ideally, what three things must be accomplished?</i></p>	
<p><i>How would you like to be known as a result of this project?</i></p>	
<p><i>What must be changed, fixed or improved the most?</i></p>	

SUCCESS MEASURES	
<i>How will you know these outcomes have been achieved?</i>	
<i>What indices will you use to tell you that we're on the right track?</i>	
<i>What is the range of improvement you'd like to see? What is minimally acceptable? What represents overwhelming success?</i>	
<i>What current measure are you using that we can apply?</i>	
<i>What measure should be created unitue to this project?</i>	

PROJECT VALUE	
<i>What will the outcomes mean to you and the organization?</i>	
<i>How much improvement, conservatively, do you expect from a successful project?</i>	
<i>What is this worth on an annualized basis and a longer-term basis?</i>	
<i>What does this mean quantitatively (sales, market share, profit, retention, etc.?)</i>	
<i>What does this mean qualitatively (repute, health, comfort, convenience, ego, etc.?)</i>	