



# 29 Surefire Questions to Make Your Event with Scott Groves the Very Best It Can Be



**(Your People Will Instantly Recognize the Thought You Have Put into This Event)**

Company / Organization \_\_\_\_\_

Day / Date \_\_\_\_\_

Number of Attendees \_\_\_\_\_

Who will attend? \_\_\_\_\_

What is the demographic makeup of the audience?

Age \_\_\_\_\_

Sex

Male

Female

Both

Average Income \_\_\_\_\_ Education Level \_\_\_\_\_

Cultural Mix \_\_\_\_\_

Other relative Information \_\_\_\_\_

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Should the message be targeted to one group in preference to another?

Yes/ No

What is the life of the audience like during day to day work ?

What frustrations do they experience?

What new trends or changes are happening in what you do?

What are the sensitive issues?

Are there controversial issues that should be avoided?

What is the biggest challenge your people face?

What is the main purpose or mission of your company/organization?

What is the theme or slogan for your company?

What is the theme of this event?

What industry jargon do you want interjected during the presentation?

What are the 3 key areas you would like covered in this presentation?

- 1.
- 2.
- 3.

What other information might be helpful for the speaker to know?

Please suggest 2 or 3 titles or ideas that might be compelling to your audience?

How do you want your people to feel when they leave the speaker's presentation?

Are there any relevant stories or examples that could be highlighted during the presentation?

Any other additional information that might be helpful?

*Looking forward to a successful relationship with you.*



*Scott Groves*

Scott Groves

Author of 6 Books, Speaker, Trainer and Consultant  
Founder of Dream Maker Enterprises and Immortal Entrepreneurs

[www.ScottGroves.com](http://www.ScottGroves.com)



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