

TO HELP MAKE YOUR MEETING A SUCCESS

**WHAT RODNEY NEEDS TO KNOW
(In Writing)**

Thank you for taking the time to supply this information. The more prepared we are, the better we can serve you and personalize the message. Our goal is to make your program memorable and reinforce your decision to hire Rodney Loesch. When we personalize our programs, the meeting planners always end up looking like heroes.

This is a guideline of information we need from you. Please answer these questions and send them to us. Any other information about your company/organization, your people or meeting you can provide will be happily received. Rodney promises to read it and act!

Your Name _____

Title _____

Company/Association Name _____

Phone _____ Fax _____

Email _____ Web site _____

Address _____

Meeting Date _____ Length of Talk/Workshop _____

Meeting Type (Convention, Sales, Etc.) _____

THE PROGRAM

What is your **Program Theme**? _____

What does the **theme** mean to your group? _____

Who is responsible for **calling** this meeting (HR, Sales, Marketing, Annual Convention)?

Name _____

Address _____

Phone _____ Fax _____

Email _____

What is the **name** and **title** of Rodney Loesch's **introducer**?

Exact **times** of Rodney Loesch's **presentation(s)**? _____

What is the **best time** for Rodney to do his **a/v and room check**? _____

How should Mr. Loesch **dress** for his presentation? _____

What is Rodney's **role in the program**? (Opening or closing keynote, luncheon speaker.)

Which **company/organization executives**, if any, will be **speaking before** Mr. Loesch?

Please **forward transcripts** of their speeches to Mr. Loesch to read and use to tailor his speech.

Who are the **other professional speakers on this program**?

Speaker: _____

Topic: _____

Day: _____

Speaker: _____

Topic: _____

Day: _____

Speaker: _____

Topic: _____

Day: _____

What professional speakers have you **used in the past**? _____

What did you like about their performance? _____

LOGISTICAL INFORMATION:

What is the **nearest major airport** to the meeting site? _____

For **transportation to and from the airport** to the meeting site.

Would you **prefer**?

To **meet** Mr. Loesch at airport: _____

To have Mr. Loesch take a **cab**: _____

Exactly **where** is the meeting? _____

Hotel where Rodney will be **staying** if not the same as meeting? _____

How **far away** from meeting location? _____

Will you be using **image magnification** (IMAG)? Yes _____ No _____

Will a **video crew** be on site? Yes _____ No _____

Company: _____

Contact: _____

Phone: _____

Email: _____

Who are the people within your organization **primarily responsible** for the following?

President/Executive Director

Name: _____

Exact Title: _____

Email Address: _____

Address if different from contact: _____

V.P. of Sales/Marketing

Name: _____

Exact title: _____

Email address: _____

Address if different from contact: _____

Sales Training Manager

Name: _____

Exact title: _____

Email address: _____

Address if different from contact: _____

AUDIENCE ANALYSIS:

Number of attendees _____ **Percentage** male _____ female _____

A. Do you have **three key points** you want stressed in his talk?

B. What are the **most important changes** happening in your company and industry?

C. What keeps senior management **awake at night**?

D. What are the **challenges** of your audience members?

E. What are their **concerns**? _____

F. What are their **fears**? (Please be honest, this is **confidential information**)

G. What are your **victories** as a company/association/team? _____

H. What would you like to **accomplish** by Rodney speaking for your group?

I. What does Rodney need to do to make his talk **worthwhile** to you?

J. What percentage **entertainment** vs. **high content** techniques and strategies?

K. Is there a **slogan** or **philosophy** that is commonly used in your association/company?

L. Who will be **attending**?

1. **Make-up** of the audience sales, customer service, suppliers, spouses, etc.

2. Should the **message** be targeted more to one group than another? If yes, which?

3. What is the **life** of the **audience on a day-to-day basis**? (In office, field, long hours, etc.)

4. What are the **frustrations** they have in their lives, company or industry? _____

5. What are the **sensitive issues**? Topics/Subjects **not** to be mentioned? _____

6. Anything **humorous** Rodney should know about? _____

7. Any **industry jargon** Rodney should be aware of? _____

In case of emergency or flight delays who and where do we call? _____

As soon as they are available please send us:

- A. The **agenda** of the conference/meeting.
- B. Past conference/meeting **brochures**.
- C. **Information** about the company/organization (corporate report, history of organization, publications and newsletters, etc.)

After we have received your instructions in writing we would like a telephone appointment.

Fax or mail information:

Rodney M. Loesch CFP®
Loesch & Associates Inc.

**P O Box 237
Moberly, MO 65270
Fax- 660-263-4716
Email Rodney@rodneyloesch.com**

Three people valuable for Rodney to interview (Name, title, phone, fax, email)
