

# PRE-KEYNOTE QUESTIONNAIRE

What is your company's name?

What is your company's website?

Provide any relevant contact information.

Summarize your company's mission.

What are your company's strengths?

Who are your major competitors?

Were there any major events like mergers, layoffs, or new product launches recently?

Are there any topics that should be avoided?

What are the objectives of the event?

Does the event have a title?

Are there any key phrases or industry lingo used within the company?

What products or services does your company primarily provide?

How many people will be in attendance?

What are the demographics of those in attendance?

What is the range of positions and ranks of the audience?

Do the attendees know each other?

What have you liked about past speakers?

Is attendance voluntary or mandatory?

What will be taking place before and after the keynote speech?

Who will be in attendance? (employees, spouses, clients, vendors, etc)

Is your company currently facing any challenges?

Any other relevant information you'd like to share?