

KEY & ASSOCIATES
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469-366-4395
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MEETING INFORMATION

Company Name: _____

Location (address): _____

Date: _____

Time: Beginning _____ AM/PM Ending _____ AM/PM

Number of Attendees: _____

1. Who will attend?

What is the demographic makeup of the audience?

Age _____ Sex _____ Average Income _____

Education: _____

Cultural Mix: _____

Other Relative Information:

Should Jim's message be targeted to one group in preference to another? Yes/No

If yes, which one? _____

What is the life of the audience like during the day-to-day business?

What frustrations do they experience in their work?

What new trends or changes are happening in their industry now?

What are the sensitive issues? Are there controversial issues that should be avoided?

2. What is the biggest challenge your company is facing today?

3. What is the purpose or mission of your company?

4. What is the meeting theme or slogan used by your company?

5. If it would be helpful for Jim to interject industry terms or phrases in the presentation, please give specific examples of such terms or phrases.

6. What three points of information do you want Jim to address for this particular meeting?

7. What other information might be helpful for Jim to know?

8. What do you want your people to think, feel, and/or do when they leave Jim's presentation?

9. Please send Key & Associates the following:

- An agenda of the meeting
- Relevant past meeting brochures
- List of others who will speak before Jim

Contact: Key & Associates at 469-366-4395 for availability and bookings, and we will be happy to discuss dates and help you make your next event a success!

Email: jim@jimkey.com