

BRIEFING DOCUMENT

We want to be sure you gain maximum benefit from your investment when engaging any of the people we represent.

To ensure we help you achieve this, it is important that you deliver a clear brief, detailing the specific outcomes you require from the presentation.

In order for your speaker to fully prepare for their engagement with you, please either spend a few minutes completing this briefing document, or prepare your own brief using the following questions as a guide. Once completed please return to Celebrity Speakers (NZ) Ltd by e-mail, fax or post.

Function Overview

What is the specific purpose of this function?

Is there a theme for this function?

What is the duration of the function?

Please forward an agenda for the entire conference

Audience Analysis

Numbers attending _____

Percentage of males and females _____

Age range _____

Are partners attending? _____

What are the job descriptions / backgrounds of attendees?

General Background Information

Please provide a brief description of your organisation:

What is your primary product / service?

What unique features of your product / service differentiate it from competitive products / services?

What are some of the significant challenges or breakthroughs experienced or key issues relating to your industry? _____

What (if any) stressful issues are this group facing?

Other information: _____

Additional information

Please provide the following information if applicable to your speaker:

- Company profile /Annual report
- Company promotional material
- Company structure and staffing details
- Competition and market information

Your Desired Outcomes

What do you hope attendees will gain from this presentation?

What message would you like your speaker to convey to the audience?

What is the single most important thing you want the audience to remember about the presentation?

Are there any sensitive issues that should be avoided?

Logistics

What time should the speaker arrive? _____

Who will meet the speaker on arrival at the venue? _____

Please provide mobile phone number for speaker's contact at the venue: _____

Presentation start time: _____ Finish time: _____

(If a dinner presentation) Is the speaker scheduled to present between entrée and main, or between main and Dessert? _____

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