



PROGRAM QUESTIONNAIRE: VIRTUAL EVENT & LOGISTICS PLANNING

Thank you in advance for taking the time to complete the event & logistics planning questionnaire. Please fill in the information below and return no later than 30 days prior to your event start date. If you have any questions, please contact Michele Lucia at mlucia@adlspeakers.com or 214.543.0844.

ORGANIZATION OVERVIEW & HISTORY	
Name of organization:	
Address:	
Brief description of organization:	
Please share and/or attach information that will help Patrick better know your organization and connect with your audience (i.e. mission statements, core values, recent news):	
Are there any sensitive issues you would like Patrick to be aware of or “hot topics” to avoid?	
Are there any specialty terms, jargon, or industry speak?	
Who are your biggest competitors?	

PROGRAM & CONTENT OVERVIEW	
Presentation date:	
Time & duration of presentation:	
Virtual Event title:	
Who will be introducing Patrick?	
Total number of attendees?	
Attendee profile?	



What is the theme for your event?	
Please explain the significance in choosing this theme and the reason it was chosen:	
Please provide the names of any additional speakers that will present at your event:	
Patrick wants his presentation to be a “home run.” What would a “home run” look like to you?	
Will you be asking attendees for feedback on Patrick’s presentation? If so, can you provide the questions you will ask?	

PROGRAM INFORMATION			
Is this presentation live or pre-recorded?			
If your event is LIVE please fill in the information below:		If your event is PRE-RECORDED, please fill the information below	
What is the platform/service that will host the event?		What is the due date for Patrick’s pre-recorded presentation?	
What is the log in link and password:		What format is needed?	
Production company information:	Company name:		
	Email:		
	Cell phone:		



Will a rehearsal be required? If so, please provide details:			
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KEY CONTACT INFORMATION

Primary contact:	Name:	
	Title:	
	Email:	
	Cell Phone:	
Virtual moderator:	Name:	
	Title:	
	Cell phone:	
Who will be introducing Patrick?	Name:	
	Title:	

AUDIO VISUAL REQUIREMENTS & VIDEO RECORDING INFORMATION

Will the presentation be recorded? If yes, will it be Audio or Visual?	[yes / no]
If event is to be recorded, a video release form will be sent to you.	
Is there a required PowerPoint template? If yes, indicate the format you are using – 4:3 (standard) or 16:9 (widescreen):	[yes / no]
Do you need Patrick to send his PowerPoint ahead of time? If so, by what date?	
Please return a high-res company or event logo in jpeg or png format with the questionnaire if you would like Patrick to brand this presentation.	

SOCIAL MEDIA AND MARKETING INFORMATION

Do you have a website set up for this event?	[yes / no]
If yes, please share website link:	
	Facebook: _____ LinkedIn: _____



Are you doing any event promotions via social media?	YouTube:	Other:
Are there any hashtags to be included?		
Are there any restrictions around sharing this event on social media and/or using your brand name in marketing? If yes, please indicate restrictions:	[yes / no]	

BOOK ORDERING INFORMATION		
Would you like to order copies of Patrick's corresponding book for your event?	[yes/ no]	
	Book Title:	
If "yes", who should we contact for quantity, shipping, and invoicing?	Name:	
	Phone:	
	Email:	