

Client/Audience Assessment

Client Name:

Conference Theme or Objective:

Event Name:

Event/Day-of Contact:
(name/phone#/email)

Sarah's Presentation Time(s)/ Room Name/#(s):

Alternate Day-of Contact:
(name/phone#/email)

Type of Presentation: *Circle One*

Event Date(s):

Workshop / Breakout Session / Keynote / Facilitation

1. Brief participant description: *Audience mix: gender/size, work experience, interests, leadership position(s), concerns, training needs, how participants are acquainted*

2. What are the organization's three primary objectives in?
 - a.
 - b.
 - c.

3. What does the audience wish to gain from Sarah's presentation?

4. Should we be aware of any sensitive issues?

5. Any current events or new happenings in your organization?

6. Do you have comments from previous program presenters (likes/dislikes)?

Thank you for your input. Sarah looks forward to providing resources and getting to know your group!