



Pre-Speech Checklist

Logistics:

- Name of Client or Requesting Organization:
- Program Date:
- Location (Venue, City, State):
- Room Number:
- Program Start/End Time:
- On-Site Point of Contact (Name, Cell):
- What else will I participate in? (networking, dinner, etc)
- Who else is speaking? Is there a conference agenda?
- Preferred arrival/departure time at the location
- Transportation booked: Y/N
- Audio-visual needs (and room AV capabilities)
- Am I using slides? If so, do I have backups?
- Do I have the right adapters for my laptop? What are my backups?
- What refreshments will be served?
- What is the room set-up?
- Am I using handouts? If so, are they already created? Who prints them?
- Handouts shipped and ready: Y/N
- Hotel booked: Y/N
- OK to post on social media about this? Event hashtag?

Participants:

- Number of participants:
- Background of participants (demographics: age, language, etc.)
- What else should we understand about this group of people? How do they feel about my subject?

Content:

- Requested topic:
- Type of program (Panel, Speech, Fireside Chat, etc.):
- How familiar am I with the topic? What extra research do I need to do?
- Duration of program (30 minutes, 2 hours, 1 day, etc):
- Did I block off time in my calendar to prepare? Y/N
- Will I take questions from the audience? Y/N
- Who will introduce me?
- Introduction sent to organization: Y/N
- What else is going on with this company/conference/ industry?

- What happened in the news today?
- How will I make this content come alive for my audience?

Other

What other questions should you ask?
