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**3** What type of meeting is it? (Annual meeting, awards ceremony, sales kick-off, etc.)

**4** Who (if anyone) is on the program just before Tammy and what is his/her presentation topic?

**5** Who (if anyone) is on the program right after Tammy and what is his/her presentation topic?

**6** Which company executives and/or industry experts will be speaking at this meeting?

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The Tammy Stanley  
**Sales refinery**  
A Better Bottom Line Is No Laughing Matter

motivational training

empowerment

## The Presentation

- 1 What is Ms. Stanley's role in your program (opening or closing, keynote, breakout, etc.)?
- 2 What are the exact times for Ms. Stanley's presentation? Start Time \_\_\_\_\_ End Time \_\_\_\_\_
- 3 How will most of the audience be dressed?
- 4 How will the executives be dressed?
- 5 Who will be introducing Tammy to your group?
- 6 What is most important to you concerning the content of Tammy's program?
- 7 What themes/threads (other than the primary topic of Tammy's program) would you like to see woven into the program?
- 8 What themes/threads (other than the primary topic of Tammy's program) would you like to see woven into the program?
  - > 1 \_\_\_\_\_
  - > 2 \_\_\_\_\_
  - > 3 \_\_\_\_\_

Please send a copy of the meeting program and agenda so Tammy can see exactly how her program fits in. Thank You!

## The Presentation

- 1 Number in the audience: \_\_\_\_\_ Are spouses invited? \_\_\_\_\_
- 2 Male/Female Percentage: Female \_\_\_\_\_% Male \_\_\_\_\_%
- 3 Average age group? \_\_\_\_\_

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action  
= results

**Tammy Stanley** 🎤 motivational speaker > author

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## Background

- 1 What separates your high-achievers from the others?
- 2 What are some of the challenges your organization faces regularly?
- 3 What areas of challenge pose the greatest opportunity for improvement?
- 4 What are the most significant events that have occurred, and that have affected, your industry, organization, or group during the past year?
- 5 What is the primary product or service that you offer?
- 6 What are the two most important benefits you offer to your customers?
  - > A \_\_\_\_\_
  - > B \_\_\_\_\_
- 7 What are 2 or 3 achievements of which your organization is most proud?
- 8 Name five key people in your group that will be at the program. With your permission, Tammy may want to contact them to discover more information about your group.

### Names/Telephone Numbers

- > 1 \_\_\_\_\_
- > 2 \_\_\_\_\_
- > 3 \_\_\_\_\_
- > 4 \_\_\_\_\_
- > 5 \_\_\_\_\_

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## Learning Tools

1 Most audiences want something to help them continue learning after the presentation. What do you prefer?

- Autographed book     CD albums     Both

2 How do you wish to handle this?

- Purchase at quantity discount to distribute to participants at the event  
 Offer learning materials to participants for purchase at the event.  
 Let participants order the materials from The Sales Refinery after the presentation.

## Logistical Information

1 Hotel Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

2 Hotel Confirmation Number: \_\_\_\_\_

3 Name of meeting room: \_\_\_\_\_

4 Into what airport should we schedule Tammy's flight? \_\_\_\_\_

5 How far is the hotel from the airport? \_\_\_\_\_

6 How should Tammy travel to the hotel? (take cab, rent car, driver will pick up, etc.)? \_\_\_\_\_

7 Would you like Tammy to notify someone after she arrives at the hotel?

If so, whom: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ On-site arrival date/time: \_\_\_\_\_

8 Are there any pre-meeting engagements that Tammy should attend? If so, where and when are they scheduled?

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