



John Dmytryszyn | Motivational Cowboy

Speaker • Author • Emcee • Master of Spoken Word

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Event Information

Organization Name:	
Date:	Number of Attendees:
Beginning Time:	Ending Time:
Contact Name:	Phone & Email:

Demographic makeup of the audience?

Age:	Gender:	Income:	Cultural Mix:
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What feeling do you want your audience to walk away with?

What is the day-to-day life of the audience like?

What frustrations do they experience in their lives, the industry or company?

What new trends or changes are happening in your industry now?

Should the message be targeted to one group in preference to another? If yes, which one?



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What are the sensitive issues? Are there any controversial issues that should be avoided?

What is the biggest challenge your group is facing today?

What is the purpose/mission of your group?

What is the meeting theme or slogan used by this group?

What industry jargon would you want inserted during the presentation?

What three points of information do you want the speaker to address?

Is there any other information that might be helpful for the speaker to know?



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Please send us the following:

- 1) Agenda for the event
- 2) Links to additional info about event
- 3) List of others speakers who will be at event including person doing introduction

Johnny D. the Motivational Cowboy

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