

Pre-Event Questionnaire

Complete after booking so Karen can tailor the message, production plan, and audience experience.

EVENT SNAPSHOT

Organization

Event Name

Event Date

Session Time & Time Zone

Venue / Platform

City, State / Country

Primary Contact & Title

Mobile Phone

Email

Event-Day Decision-Maker & Mobile

FORMAT & TIMING

☐ In person

☐ Virtual

☐ Hybrid

☐ Keynote

☐ Workshop / Training

Confirmed Session Length

Arrival / Soundcheck Time

Where does Karen's session fall in the agenda? What happens immediately before and after?

When will the final run of show be available? Include meal, networking, media, rehearsal, and departure times.

Audience & Desired Results

The clearer the audience challenge and desired action, the more relevant the presentation will be.

AUDIENCE

Expected Audience Size

Primary Roles / Industries

Describe the audience: experience level, culture, geography, and what brings them together.

What has this audience already heard, tried, or experienced related to selling confidence?

PURPOSE & DESIRED RESULTS

Event Theme / Purpose

What are the audience's three most important sales or communication challenges right now?

What should participants think, feel, know, decide, or do differently after Karen speaks?

How will your organization know the session was successful?

No Fear Here Customization

Help Karen tailor the signature keynote to your sales culture, audience, and business goals.

SELECTED KEYNOTE

NO FEAR HERE: How to Overcome the Fear of Selling

What fear, hesitation, or selling behavior most needs to change?

Describe your products, services, sales process, customer, and typical buying decision.

Stories, examples, language, company priorities, or calls to action Karen should include

Topics, terms, internal issues, or sensitivities Karen should avoid or handle carefully

What is the single most important action participants should take after the presentation?

May Karen mention a resource, consultation, or next-step offer? List limits or required approval.

Production, A/V & Media

Confirm technical responsibilities early so Karen can focus on serving the audience.

PRODUCTION & A/V

A/V Lead & Mobile

Stage / Movement Area Dimensions

- ☐ Wireless headset / earset
- ☐ Wireless handheld backup
- ☐ Projection / LED screen
- ☐ Confidence monitor
- ☐ Music playback
- ☐ Video playback
- ☐ Presentation clicker

Who will run slides, videos, music, and audience interaction tools?

Technology rehearsal / soundcheck date and time

List stage equipment, cable runs, stairs, accessibility needs, or safety concerns

RECORDING & MEDIA

- ☐ No recording
- ☐ Audio
- ☐ Video
- ☐ Livestream
- ☐ Attendee replay
- ☐ Promo clips

Explain platforms, access, replay period, ownership, editing, and future use

Will the host provide Karen approved high-resolution photos and video? When and how?

Event Logistics & Final Approval

Complete the final details and return the form to kg@rocket2freedom.com.

TRAVEL, ACCESS & EVENT-DAY CARE

Travel, lodging, transportation, parking, entrance, credentials, accessibility, security, and emergency instructions

PROMOTION & COMMUNICATIONS

☐ Use 50-word bio ☐ Use 100-word bio ☐ Use full professional bio

Marketing / Communications Contact & Email

How and when will Karen's appearance be promoted? Include website, email, social, press, and registration links.

Official social handles, hashtags, event URL, and required sponsor language

Deadlines for bio, headshot, slides, handouts, music, video, and final run of show

FINAL APPROVAL

Anything else Karen needs to know to serve your people with excellence?

Completed By / Title

Date

Final scope, recording rights, and deliverables remain governed by the signed agreement.