

## SPEAKER'S INTENT

Name of Program (or Primary Content of Program): \_\_\_\_\_

Topic: \_\_\_\_\_ Cost Per Presentation: \$ \_\_\_\_\_

Name(s) of Speakers: \_\_\_\_\_

Target Audience/Age Group: \_\_\_\_\_ Length of Presentation: \_\_\_\_\_



A. State the core message of your program/presentation:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. List significant points communicated to your audience:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

C. What pre-program and follow-up materials, activities, or support do you provide?

Pre-Program: \_\_\_\_\_  
Follow-Up: \_\_\_\_\_

C. What percentage of your total program contains the following:

\_\_\_\_\_% Entertainment    \_\_\_\_% Lecture    \_\_\_\_% Video Presentation  
\_\_\_\_\_% Group Interaction    \_\_\_\_% Group Activity    \_\_\_\_% Other

D. List recent locations and contacts where you feel your program has had an effective impact:

<u>Location:</u>	<u>Contact Name:</u>	<u>Phone Number:</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

E. On what basis do you determine that your program is effective? (*please include ONLY objective, factual, and documented support from studies, surveys, research, journal citation, etc...*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_