



John Dmytryszyn | Motivational Cowboy

Speaker • Author • Artist • Emcee • Master of Spoken Word

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Meeting Information

| | |
|-----------------|----------------------|
| Company Name: | |
| Date: | Number of Attendees: |
| Beginning Time: | Ending Time: |

Demographic makeup of the audience?

| | | | |
|------|---------|---------|---------------|
| Age: | Gender: | Income: | Cultural Mix: |
|------|---------|---------|---------------|

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

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

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

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

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



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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?

Please suggest speech titles or ideas that might be compelling to your expected audience?

How do you want people to feel when they leave the speaker's presentation?



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Please send us the following:

- 1) Agenda for the meeting
- 2) Relevant past meeting brochures
- 3) List of others who will speak before and after the speaker

John Dmytryszyn

J.D. & Company

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