Pre-Speech Checklist

Logistics:
- ☐ Name of Client or Requesting Organization:
- ☐ Program Date:
- ☐ Location (Venue, City, State):
- ☐ Room Number:
- ☐ Program Start/End Time:
- ☐ On-Site Point of Contact (Name, Cell):
- ☐ What else will I participate in? (networking, dinner, etc)
- ☐ Who else is speaking? Is there a conference agenda?
- ☐ Preferred arrival/departure time at the location
- ☐ Transportation booked: Y/N
- ☐ Audio-visual needs (and room AV capabilities)
- ☐ Am I using slides? If so, do I have backups?
- ☐ Do I have the right adapters for my laptop? What are my backups?
- ☐ What refreshments will be served?
- ☐ What is the room set-up?
- ☐ Am I using handouts? If so, are they already created? Who prints them?
- ☐ Handouts shipped and ready: Y/N
- ☐ Hotel booked: Y/N
- ☐ OK to post on social media about this? Event hashtag?

Participants:
- ☐ Number of participants:
- ☐ Background of participants (demographics: age, language, etc.)
- ☐ What else should we understand about this group of people? How do they feel about my subject?

Content:
- ☐ Requested topic:
- ☐ Type of program (Panel, Speech, Fireside Chat, etc.):
- ☐ How familiar am I with the topic? What extra research do I need to do?
- ☐ Duration of program (30 minutes, 2 hours, 1 day, etc):
- ☐ Did I block off time in my calendar to prepare? Y/N
- ☐ Will I take questions from the audience? Y/N
- ☐ Who will introduce me?
- ☐ Introduction sent to organization: Y/N
- ☐ What else is going on with this company/conference/ industry?
- ☐ What happened in the news today?
- ☐ How will I make this content come alive for my audience?

Other

What other questions should I ask?

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