

EVENT BRIEFING SHEET FOR JOHN SIMONETT

Event:

Name of Organisation holding the event:

Person filling in this form:..... Job Title/Position:

Event Venue: on Date:

Start Time of event: End time: Number attending:.....

What time will John speak? Approx: Duration?

Audience Profile: (who is attending):

M/F Ratio: Age Range:

Tell us about your organisation:

Tell us about the event:

Reason for event:.....

Any "theme" or special emphasis for the event? (or the conference of which it is a part)

.....

Any other speeches/presentations? (If so, what is before John – and after him?)

.....

What is your requirement from John (what are you looking for in booking him as a speaker?)

.....

Who will introduce John?.....

(John has a written introduction – if it is required before the event please give name and e-mail of person to send this to)

.....

Seating Arrangements:

Have you had any other external professional speakers/entertainers for this audience at previous events?

If so whom? :

.....

Name and Mobile no. of someone contactable on the day of the event (so John can report in on arrival – or in case of travel delays):

..... Mobile:

Additional Information:

To complement his presentation, John likes to memorise lots of names of people in the audience as a surprise! In addition – it is very effective if he can be supplied with some “inside” information on their hobbies and interests outside work, and anything else of interest – without them knowing!

Therefore, please send a few days before the event:

1) Joining Instructions: Please send the information which delegates will receive regarding the event so that we can be aware of what else is going on: e.g. an agenda, running order, timetable or schedule.

2) A full guest list of everyone who will be at the dinner, showing name and position held in the organization. (Including hosts and guests)

3) Guest Information: If possible, and “if known” please provide a few notes giving some biographical information about as many of the attendees as possible! For example.....

- any “leading lights” of your organisation/industry: e.g. high flyers or well known colourful “characters”!
- any Nationalities present not from the country the event is in (any Aussies, Kiwis, Scots, Irish, Welsh, Americans, EU etc)
- any hobbies or interests outside work: e.g. anyone keen on any Sport – as player or supporter; any runners or Keep Fit fanatics; Golfers; Music lovers; Motor bikers - or anyone with other passions and pastimes!
- anything else notable about anyone present – any “claims to fame” - or any funny stories!!

The above should relate to “passionate” interests for which they are well known. If there is nothing that really stands out about a person - leave blank! N.B. Only put what is in the “public domain” already - preferably relating to positive interests they are proud of and happy to have mentioned!

4) A Table Plan: If there is to be a table plan - it is a great help if name cards could be placed at each seat before the meal – preferably printed in LARGE font and giving both Surname and First name. **N.B.** please arrange to seat John between two people who know the audience well, and in a central position facing the room where he can see them all without having to turn round!:

TECHNICAL REQUIREMENTS:

(1) STAGING : Depending on the size of audience - John prefers to speak from the floor – not a stage or lectern. For large audiences (500+) a stage will be required.

(2) Seating: Please ask the venue to leave a space next to top table for John to stand in – he does not speak from the table setting. Please also ensure the tables are arranged to allow a clear, unobstructed view of the area John will speak from. If possible – no tables behind pillars, in alcoves or in separate rooms! (yes this has happened!).

(3) Audio/Visual:

Lighting: John likes to see the audience – so house lighting should be up during his speech! If a stage is to be used – adequate spot lighting should be provided.

Sound: John moves around so a lavalier “tie clip” radio microphone should be provided. A hand held microphone is acceptable – but this needs to be a radio microphone (not a cable mic) to allow John freedom of movement! (John prefers not to use a “headset” microphone).

PowerPoint: John does not use slides for after-dinner speeches... unless the brief requires a more formal, message orientated presentation. Please call to discuss if so.

(4) And finally: So that we are kept well informed about the arrangements please include us on the mailing list to delegates or attendees of the event with agenda updates and joining instructions, either by e-mail to john@johnsimonett.co.uk

or by post to

**Stocks Barn
Standish
Stonehouse
Glos GL10 3DL**

**Tel: 01453 828568
Mob: 07774 675222**