

Client Needs Assessment

Note: This Needs Assessment is designed to give the speaker/trainer insight into your organization, so the presentation can be tailored to your desired needs and outcomes.

Company Name: _____

Company Address: _____

Company Representative: _____

Phone/Email: _____

Keynote/Training Date(s): _____

Length of Speaking Engagement: _____

Venue Address: _____

Who will attend? _____

Number of Attendees/Participants: _____

MEETING INFORMATION

What is the demographic makeup of the audience?

Age Range: _____ Gender: _____ Income Range: _____

Level of Education (for the majority): _____ Cultural Mix: _____

Proposed Speaker Budget: _____

Other Relevant Information?

Should the message be targeted to one group in preference to another? Yes () No ()

If yes, which one? _____

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

What frustrations or challenges do they experience in the workplace?

What new trends or changes are happening in your industry or workplace environment?

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

What are the 3 to 5 biggest challenges your company, dept., or staff is facing today?

What is the purpose or mission of your organization?

What industry jargon would you like to have interjected during the presentation?

What three points of information do you want addressed during this event?

What other information might be helpful for us to know in tailoring our materials?



Please suggest two or three keynote session titles that may be compelling to your audience:

How do you want your people to feel when they leave our session/presentation?

What additional training/resources/support would help your team the most moving forward?

Please send Dove Development & Consulting the following:

- An agenda of the meeting/event this will be a part of.
- Website Links,
- Relevant brochures,
- List of others who will be speaking before Dove Development & Consulting

Please Complete, Scan, and Email this form to:

admin@dove-development.net

Dove Development & Consulting, LLC