



Passion Talks
Pre-Event Questionnaire

EVENT

Name:

Date:

Location:

Event start time Event end time

Event purpose

Overall event theme (if any)

ATTENDEES

Total number:

Profile of attendees:

Relation to your company:

- Internal staff
- External (clients / partners)
- Public or ticketed event

KEYNOTE

Overall purpose of the keynote:

Success metric / KPI: what would make you say this talk was worth the investment?
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Expected timeslot of the presentation

- Opening
- Midday
- Closing

What is happening right before the passion talk

What is happening right after the passion talk

Please provide the event agenda (*even if preliminary as this will allow us to help us understand how to customize our content better*)

Any specific topics to avoid



A/V

Who is handling the A/V:

- Company team member
- Hotel
- Professional A/V company

Please provide contacts of the relevant person handing A/V

Are there any specific requirements for setup & rehearsal, if so please provide more details

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NOTE: we have a detailed tech rider that will make it easy for you to manage this process, you can download the document on the event resources page on our website

BOOKS

- Would you be interested to purchase Mustafa's recent books as a giveaway to your guests (Mustafa would be happy to personally sign all of them (either in advance or at the event)
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PHOTOGRAPHY / VIDEOGRAPHY

- Will you be having professional photography of the event
- If so, are you willing to provide copies of the pictures for our files
- Will you be having professional videography of the event
- If so, are you willing to provide copies of the pictures for our files

OTHER

Is there anything else we need to know?

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TRAVEL LOGISTICS

_(for events involving international travel)

What is the name of the hotel where Moustafa will be staying

What is the estimated travel time between airport & hotel

Is the event in the same hotel? If not please advise how far is it from hotel

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Please provide the contacts person to follow up with on travel logistics (transport & hotel)

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