



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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