



# Let's Start Your Speaker Presentation Kit!

## Getting to know you...

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

Street Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Best time to call \_\_\_\_\_

Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Cell ( \_\_\_\_\_ ) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Web Site \_\_\_\_\_

What platform is your computer?  PC  Mac \_\_\_\_\_

How specifically did you hear about Dunn+Associates? \_\_\_\_\_

How long have you been speaking? \_\_\_\_\_

How many times will you speak this year? \_\_\_\_\_

Have you worked with a professional designer before?  Yes  No \_\_\_\_\_

What is most important in your selection of a designer? \_\_\_\_\_

What is your topic? \_\_\_\_\_

What is the title of your main presentation? \_\_\_\_\_

## Schedule Information

When do you need a project estimate? \_\_\_\_\_

What is the desired project completion date? \_\_\_\_\_

## Production Information

What specific items do you need? (Check below)

Label for presentation folder  Folder color selection  Custom Folder

Content sheet(s) (One per topic. Number of topics \_\_\_\_\_)

Fee Menu  Biography Sheet  Testimonials Sheet  Client List

Educational Materials Form  Template/Blank

Demo Video Cover (Format: \_\_\_\_\_)

PDF versions of speaker kit components for website and email

Business Card  Letterhead  Mailing Label  #10 Business Envelope

Seminar brochure(s)  Training Manual/Workbook

Print Ad(s)  Postcard(s)  Banner(s)

Audio product packaging  Other \_\_\_\_\_

Is your copywriting/text complete?  Yes  No

If no, do you need  Copy editing  Professional writing \_\_\_\_\_

Do you have photos of yourself?  Yes (if Yes, check format)  No

Hi-rez JPEG file (best)  Color print(s)  Black-and-white print(s)

Do you have a company logo?  Yes (hi-rez Mac EPS file)  No

Need professional logo design \_\_\_\_\_

Is a printer selected?  Yes  No  Need printer

## Design Considerations

What specific visual images or symbols most strongly represent your subject? \_\_\_\_\_

Are there any images that should be avoided? \_\_\_\_\_

## Marketing Information

How do you market yourself?

- Speakers Bureaus    Agent    Direct-booking
- Free Speeches    Website    Newsletter    Direct Mail
- Other (Please specify)

Do you need bureau-friendly materials?  Yes    No

Who is your target audience?

Who/what is your competition?

What makes you unique?

What is your major purpose or goal in producing these materials?

Are there some future plans which should be considered now?

## Payment Information

How do you prefer to pay?  Credit Card    Check

## Just one more thing...

What's most important in communicating with your design firm?

How do you prefer to communicate?  E-mail    Phone    Mail

Who is representing you on this project and/or who makes the decision to approve the final design?

Why did/would you select us for this project?

Anything else?

*We look forward to working with you!*

*Please fax to:*  
(715) 634-5617

*Or mail to:*  
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Hayward WI 54843 USA  
(715) 634-4857

