

# EVENT “SCOUTING REPORT” QUESTIONNAIRE

Sean Glaze  
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Dear Meeting Planner -

Thank YOU for taking the time to complete and return this questionnaire prior to our scheduled PREGAME PREP CALL. The information will help me deliver the valuable results you desire!

EVENT CONTACT: \_\_\_\_\_ CELL #: \_\_\_\_\_  
(Sean will use the cell # above for communication updates during the event)

Name of Organization: \_\_\_\_\_

Event will Be Held At: \_\_\_\_\_

Will you provide a room for Sean at the hotel? \_\_\_\_\_ Date(s): \_\_\_\_\_

Program Date: \_\_\_\_\_ Beginning Time: \_\_\_\_\_ End time: \_\_\_\_\_

What airport should Sean plan to fly into? \_\_\_\_\_

Will you be ordering books for attendees to reinforce Sean's message? \_\_\_\_\_

Which Book(s): \_\_\_\_\_

# of copies: \_\_\_\_\_ Sent to Whose Attention? \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sean's Introducer Will Be: \_\_\_\_\_

What Will Precede Sean's Talk? \_\_\_\_\_

What Will Follow It? \_\_\_\_\_

**Finish this statement - This event will be a success if Sean gets our people to...**  
(NOT MOTIVATION – *what specific outcome would make a difference for your team?*)

\_\_\_\_\_

\_\_\_\_\_



What changes or challenges are your audience members experiencing?

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What are your recent victories as a company/group?

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Any Acronyms / Slogans / Humorous Policies Sean should be aware of or include?

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Please Describe the Audience That Will Be Attending:

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What does your audience really need to hear at this event from Sean that might otherwise be difficult for someone inside the organization to say to them directly?

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### **A/V NEEDS AND EVENT SETUP:**

\*If this is a virtual event, Sean requests you provide one person as a producer / chat monitor...

Who will be that person? \_\_\_\_\_ Cell # \_\_\_\_\_

What platform will be used? \_\_\_\_\_

For in-person events, please answer the following:

How will the audience be seated? \_\_\_\_\_ theater \_\_\_\_\_ rounds \_\_\_\_\_ other

Room and A/V setup:

\_\_\_\_\_ Wireless mic for Sean \_\_\_\_\_ Login to A/V Wi-Fi \_\_\_\_\_ Digital projector and screen

\_\_\_\_\_ Sean's laptop on stage \_\_\_\_\_ Podium on side \_\_\_\_\_ A/V check time? (\_\_\_\_\_)

Will event be recorded? \_\_\_\_\_ (Sean requests a raw digital copy)

Would you like to include one year of internal usage rights? \_\_\_\_\_

### **POSTGAME REVIEW ZOOM CALL:**

Date \_\_\_\_\_ Time \_\_\_\_\_



### ***AND LAST – PERHAPS MOST IMPORTANTLY...***

To provide the most relevant and impactful message, Sean likes to have a **short phone interview with a few likely attendees** to make the program as relevant as possible.

Please provide contact information of a few people with different roles that Sean could speak with:

1) Name: \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

Best Phone # \_\_\_\_\_

2) Name: \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

Best Phone # \_\_\_\_\_

3) Name: \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

Best Phone # \_\_\_\_\_

4) Name: \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

Best Phone # \_\_\_\_\_

5) Name: \_\_\_\_\_

Role: \_\_\_\_\_

Email: \_\_\_\_\_

Best Phone # \_\_\_\_\_

**Please email this completed event scout report questionnaire (at least 24 hours before our pregame prep call) to [Sean@GreatResultsTeambuilding.com](mailto:Sean@GreatResultsTeambuilding.com)**